ALL ABOUT ITALY

CULTURE, HISTORY, TOURISM, POLITICS,
FASHION, FOOD, MUSIC, ART & LEISURE

ISSUE # 91 - 2025 - USA $ 18.50
WWW.ALLABOUTITALY.NET

Luxury Architecture

RIVA RESIDENZE FORT LAUDERDALE

Genoa

ITALY'S SECRET GEM

Events

ITALIAN APERITIF WEEK IN NEW YORK

Prosecco DOC & U.S.

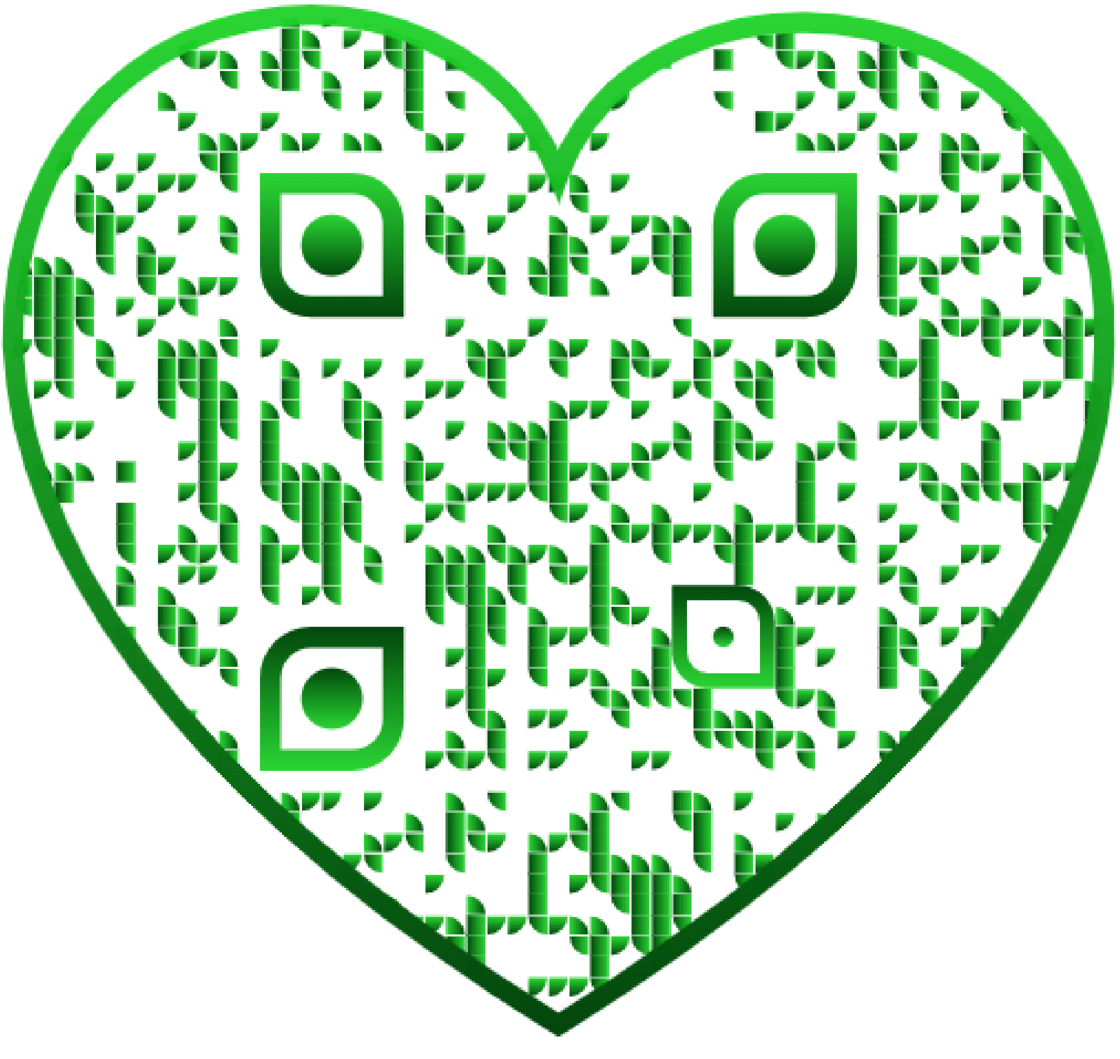
SHARING THE ITALIAN WAY OF LIVING

Florence

BETWEEN TRADITION AND CRAFTSMANSHIP

Art of Mixology

FABBRI'S JOURNEY THROUGH THE WORLD OF TASTE



PARMA

PARMA HAM IS A 100% NATURAL CHOICE

It contains no additives. That makes a difference.

CHOOSE AUTHENTIC, CHOOSE PROSCIUTTO DI PARMA DOP.

VISIT US AT SUMMER FANCY FOOD, BOOTH N. 3128-3130

MINISTERO DELL'AGRICOLTURA
DELLA SOVRANITÀ ALIMENTARE
E DELLE FORESTE

Finanziato con DM MASAF n. 0676218 del 24 dicembre 2024

www.prosciuttodiparma.com

EDITORIAL

Dear Italy Lovers,
there is something profoundly moving about telling Italy's story through its most authentic voices. Consider a historic shop in the heart of Genoa where sugared almonds have been handcrafted for generations, passing down a cherished legacy. Or think of an artisan workshop, where a tailor or goldsmith creates something that represents much more than just a product; it embodies culture, identity, and excellence.

In this issue, we celebrate the unique human value of Made in Italy, which continues to inspire and fascinate the world. We also explore international horizons with Riva Residences in Fort Lauderdale, an innovative project that merges the iconic style of Italian nautical design with a modern concept of luxurious living. It's no coincidence that this project graces our cover.

We share a heartfelt story of family legacy with Amarena Fabbri, a symbol of Italian passion and tradition. Amarena Fabbri will take center stage during the Italian Aperitif Week 2025, a celebration of the art of the "Italian-style" aperitivo. This initiative introduces international audiences to cocktails crafted with gin, bitters, syrups, and the unmistakable Amarena, Strawberry, and Ginger garnishes from Fabbri 1905, a true icon of Italian confectionery excellence.

Organized by All About Italy, the event will take place from June 12 to 22 across ten prestigious venues in Manhattan and Brooklyn, including rooftop bars, luxury hotels, gourmet restaurants, and fine pizzerias (more information is available at italianaperitifweek.com). This fully immersive journey through flavor and culture, both online and offline, aims to share the spirit of the Italian aperitif with the world while promoting the visibility of Italy's finest producers.

Two exceptional Italian destinations, Tuscany and Genoa, are official partners of this initiative, showcasing their identities through food, hospitality, and authentic travel experiences.

Supporting this international effort is Neos, the Italian airline that connects Italy and the U.S. in style.

We also highlight the preferred choice for travelers seeking refined and sustainable tourism, including exclusive destinations like Lake Como, one of Italy's most treasured gems, easily reachable by Trenord trains from the airport. We invite you to experience the true heart of Italy, not the one found on postcards, but one made of passion, vision, and deep-rooted heritage.

Paolo Del Panta
Editor in Chief

ALL ABOUT ITALY

www.italianaperitifweek.com

@allaboutitaly_mag
@allaboutitaly
www.allaboutitaly.net

ALL ABO

Les Clefs d’Or Italy

26. THE EXCELLENCE OF ITALIAN HOSPITALITY

Luxury Architecture

28. WHEN THE SEA MEETS THE LAND, RIVA STYLE BECOMES HOME

Historic Shops

36. ROMANENGO: AN ART THAT DEFIES TIME

Fashion

40. OREFICE TAILORING AN ITALIAN STORY SINCE 1856 ON THE SHORES OF LAKE COMO, IN CERNOBBIO

Drinks

44. A FLORENTINE COUNT AT THE ORIGIN OF AN ICONIC COCKTAIL

Jewelry

46. MARGHERITA BURGENER: EXCLUSIVE HIGH-QUALITY JEWELRY

Art of Mixology

50. FROM AMARENA TO THE ART OF MIXOLOGY: FABBRI’S JOURNEY THROUGH THE WORLD OF TASTE

Travel

56. THE FLORENCE STRAW HAT

Shopping

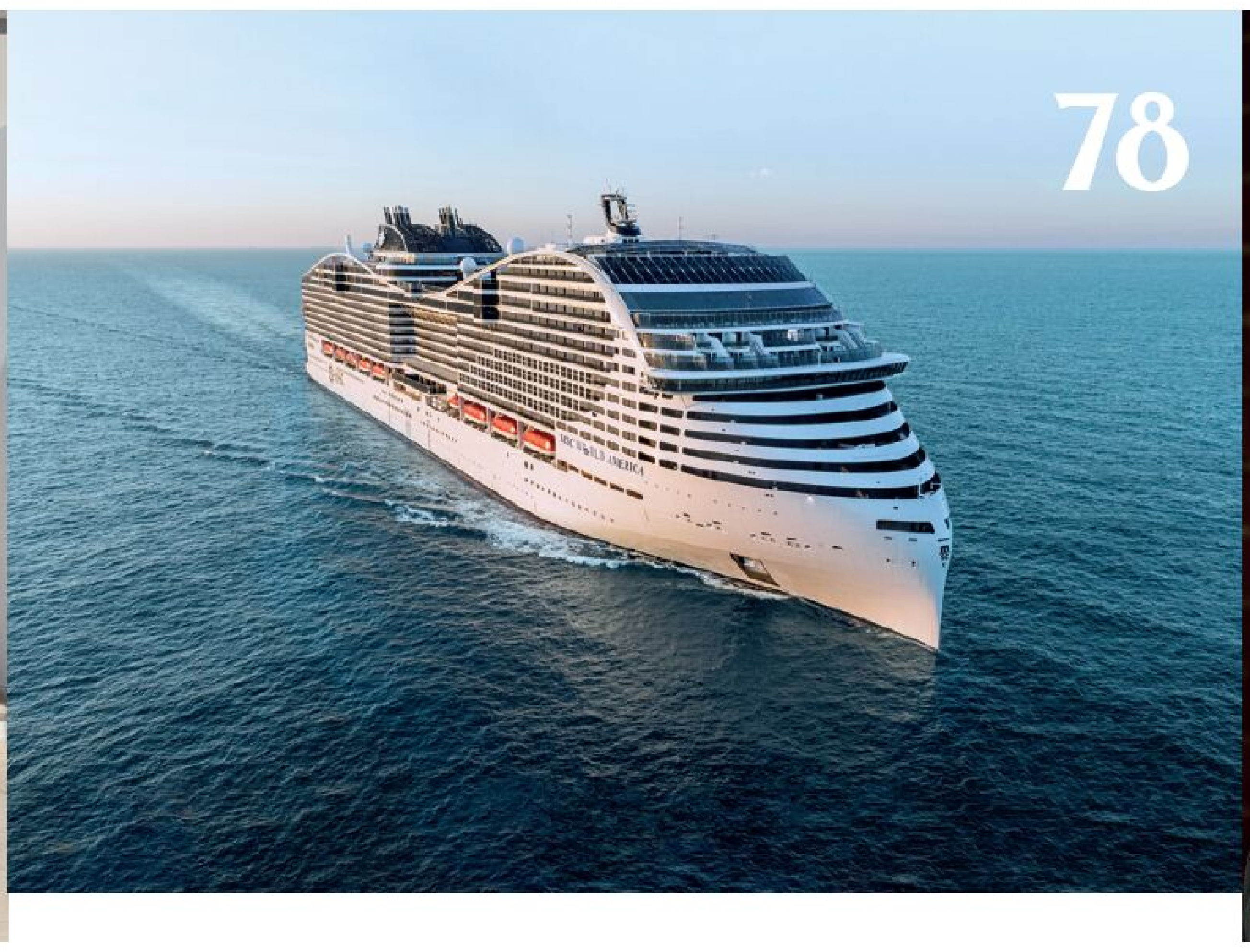
60. NOVENTA DI PIAVE DESIGNER OUTLET

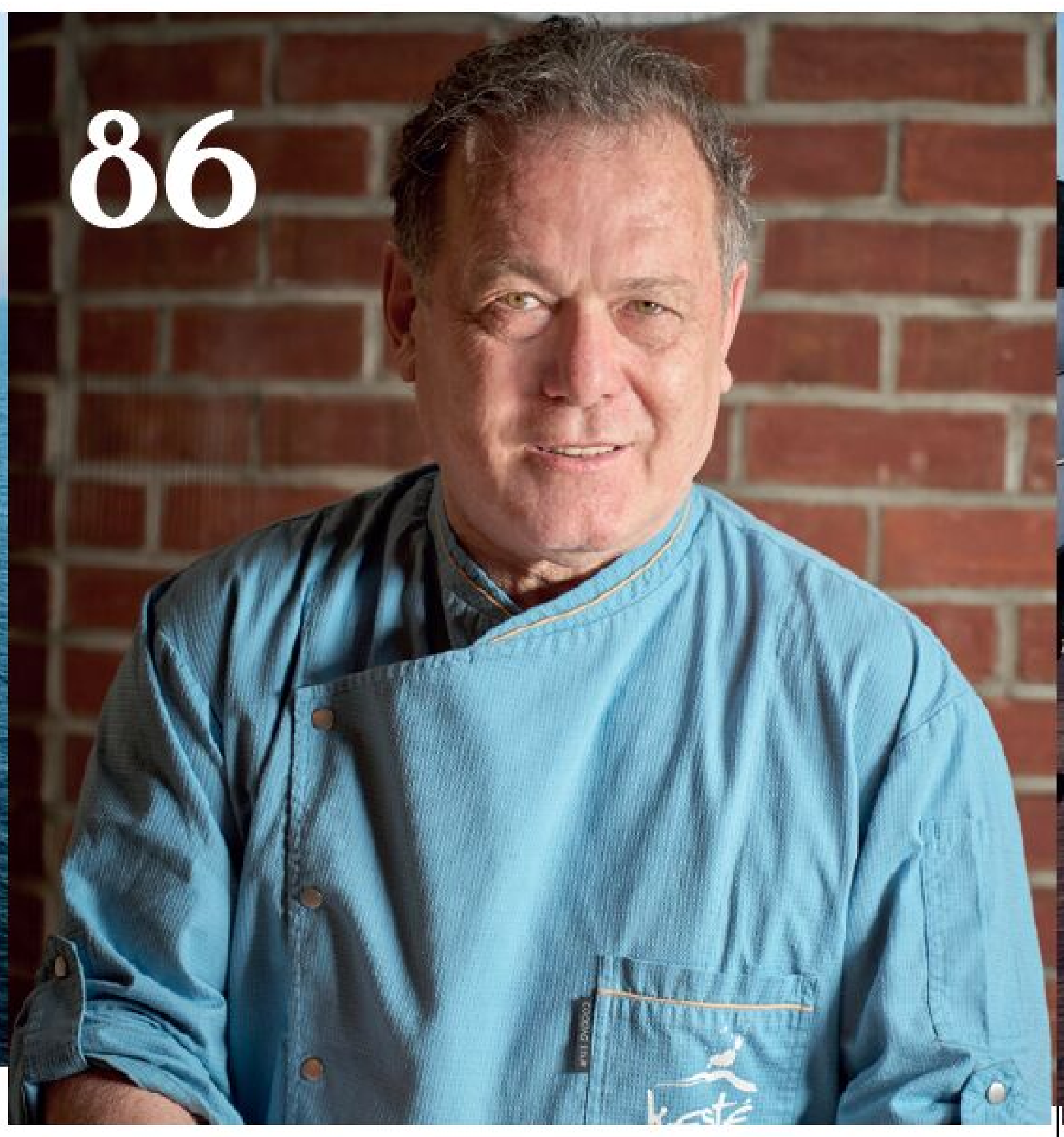
Hotels

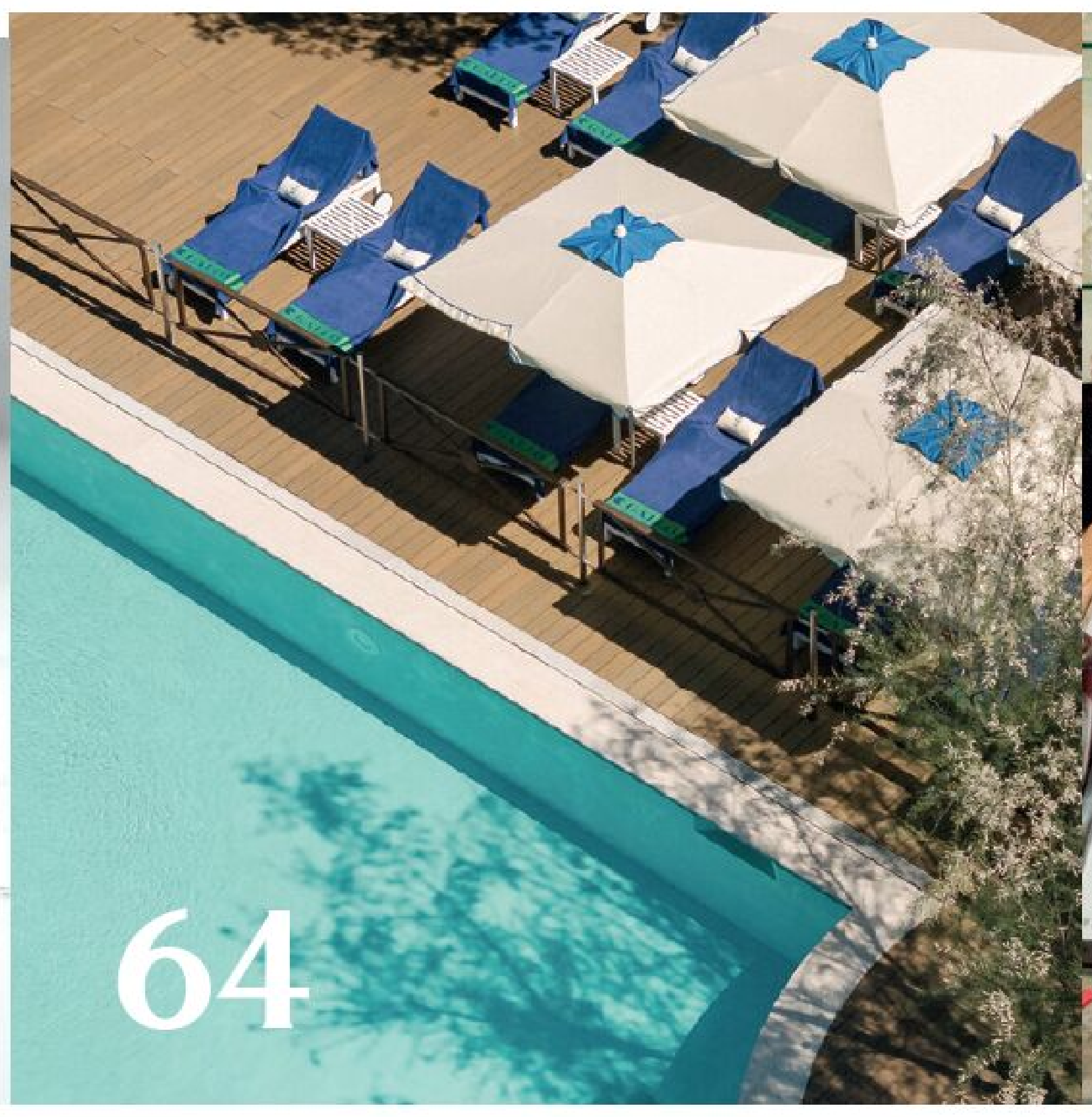
64. DESIGNER ELEGANCE IN FORTE DEI MARMI

Wine and Tradition

68. PROSECCO DOC & U.S.: SHARING THE ITALIAN WAY OF LIVING







OUT ITALY

Hotels

74. PAZZIELLA GARDEN & SUITES, A HIDDEN GEM IN THE HEART OF CAPRI

Cruises

78. THE NEW FACE OF MIAMI WITH MSC CRUISES

Travel

82. THE RENAISSANCE OF GENOA

Food

86. ROBERTO CAPORUSCIO: THE MASTER OF NEAPOLITAN PIZZA IN THE HEART OF WALL STREET

Hotels

88. VERDURA RESORT IN SICILY: NATURAL BEAUTY, WELLBEING, AND MEDITERRANEAN AUTHENTICITY

Travel

92. NEOS, FLYING BEYOND EVERY EXPECTATION

Travel

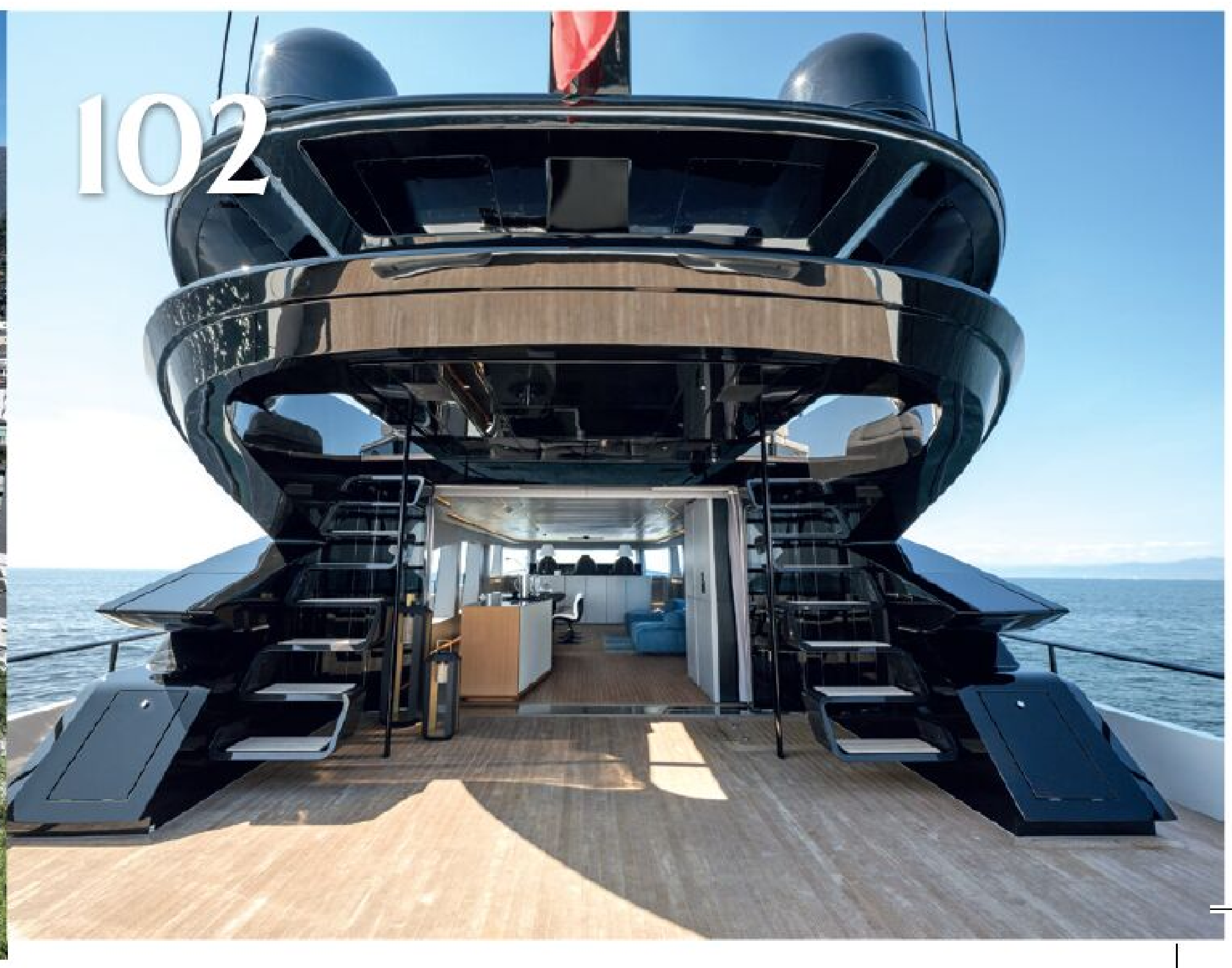
94. LAKE COMO: ON THE WAY TO WONDER

Shopping

98. HOLIDAYS IN ITALY: THE JOY OF TRAVELING WITHOUT WORRIES

Boating

102. AB YACHTS: TAILOR-MADE LUXURY



TEAM

Paolo del Panta
Editor in Chief

Franco del Panta
Co-Editor

Simona Gazzaniga
Vice President PR & Communications

Arianna Alessandrini
External Relations

Sara Moretti
Group Editorial Coordinator

Matteo Carlino
Art Director

Rita Agrò
Sales Department

Simona Nardi
Interior Designer and Entrepreneur

Alessandro Creta
Author

Francesca Cifelli
Administration

ALL ABOUT ITALY

COLOPHON

All content in All About Italy magazine is strictly copyrighted, with all rights reserved.
All About Italy and Progress International are trademarks of ISCOA USA CORPORATION. For subscription inquiries in Europe and the USA, please email us at subscription@allaboutitaly.net

New York City - Iscoa Usa Corp.
733 Third Ave, 7th Floor New York, NY 10017
Office + 1.929.255.37.34

Rome - Group Service Events s.r.l.
Via Giovanni Devoti, 28 - 00167 Rome
T: +39 06.99.57.06.30

Munich - Iscoa GmbH
Kufsteiner Str. 4/a - 81679 Office
+ 49.(0)89.909.79.874
www.allaboutitaly.net
e-mail: info@allaboutitaly.net

Editor in Chief All about Italy:
Paolo Del Panta
p.delpanta@allaboutitaly.net

Co-Editor:
Franco Del Panta
f.delpanta@allaboutitaly.net

Business partner,
President of Global Marketing:
Simona Daniela Gazzaniga
s.gazzaniga@allaboutitaly.net

Business Partner North America:
Simona Nardi
simona.nardi@allaboutitaly.net

External Relations:
Arianna Alessandrini
a.alessandrini@allaboutitaly.net

Sales Department:
Rita Agró
rita.agro@allaboutitaly.net

Group Editorial Coordinator:
Sara Moretti
s.moretti@allaboutitaly.net

Art Direction:
Matteo Carlino

Staff Writers & Photos:
Sara Moretti, Arianna Alessandrini, Marco Bertollini, Margherita Pituano, John Daporto, Eugenio Della Croce, Sveva Riva, Ilona Catani Scarlett, Elivra Frojio, Fabio Petrone, Roberto Leggio, Oriana Maerini, Eleonora Baldoni, Alessandra Fuse', Alessandro Creta, Roberto leggio, Alessandro Petrone, Simona Gazzaniga

Illustrations and Services:
Responsibility held by the editorial team

Translator:
Elisa Bono

Administration:
Jenny Cheung - Francesca Cifelli

Subscription service:
Iscoa Usa Corp.
733 Third Ave, 7th Floor New York, NY 10017
Office + 1.929.255.37.34
Available by mail order.
Requests and info:
subscription@allaboutitaly.net

All about Italy is published by:
Iscoa Usa Corp.
733 Third Ave, 7th Floor New York, NY 10017
Office + 1.929.255.37.34
Promotion@allaboutitaly.net

Follow All about Italy on socials:
@allaboutitaly_mag
@allaboutitaly

All about Italy is also distributed on:

Readly
pressreader
cafeyn
Bolinda

Media Box and the eJournals Platform on board of Lufthansa Group flights

Lufthansa
SWISS
ITA AIRWAYS
AirDolomiti
Eurowings
Austrian
QANTAS
POLISH AIRLINES LOT
VOLOTEA
American Airlines
brussels AIRLINES

MANDARIN ORIENTAL THE HOTEL GROUP
STEIGENBERGER HOTELS AND RESORTS
ROCCO FORTE HOTELS
INTERCONTINENTAL HOTELS & RESORTS
MARRIOTT
Jumeirah HOTELS & RESORTS
Mercure HOTELS
Hilton HOTELS & RESORTS
Holiday Inn

PHOTOGRAPH

LA REGGIA DI CASERTA (THE ROYAL PALACE OF CASERTA)

A jewel of the Campania region, nestled among rolling hills and lush valleys, La Reggia di Caserta stands majestic and elegant, exuding a charm that touches the soul. Commissioned by Carlo di Borbone in 1752, this royal residence is not only an architectural marvel but also a portal to the past—an immersion into an era that seems never to fade and continues to attract millions of tourists each year. It is the largest royal residence in Europe and has been a UNESCO World Heritage Site since 1997, along with the Acquedotto Carolino and the Belvedere di San Leucio. The complex includes the Palazzo Reale, the Parco Reale, the Giardino Inglese, the Bosco di San Silvestro, and the Acquedotto Carolino. With its 1,742 windows, 123 hectares of Parco Reale, a 3-kilometer-long Via d'Acqua, and over 200 botanical species in the Giardino Inglese, the estate remains a driving force for local development, a promoter of cultural heritage, and a global symbol of beauty. It is here, in this timeless symbol of elegance, that on June 17, Max Mara will unveil its new collection Resort 2026.

Bernardo Bellotto malt Europa
Canaletto
ALL ABOUT ITALY
Caviar
Italia
Shuttle
ALL ABOUT ITALY
LAMBORGHINI
GIORGIO ARMANI
Gala Italia
Prinzregententheater

ALL ABOUT ITALY

LAMBORGHINI
Celebrate Italian Summer
BVLGARI

ALL ABOUT ITALY

ALL ABOUT ITALY
ZEITSCHRIFT FÜR LIFESTYLE, KULINARIK UND KULTUR AUS ITALIEN
N°35 - 2021 - 18,50 EURO - WWW.ALLABOUTITALY.DE
Slow Tourismus
EINE ERFAHRUNG NAMENS SANNIO
Originelle Hotels
DANTISCHE ERFAHRUNGEN
Seeblicke
DAS PIEMONT, EIN PARADIES FÜR LAKE ADDICTED
Geschichten aus der Lagune
GLASINSELN
Musiktheater
DAS NEUE LEBEN DER OPER
Ikonen
SALVATORE FERRAGAMO WENN MODE ZUR KUNST WIRD

THE MAGAZINE THAT
HAS BEES CELEBRATING
ITALY SINCE 1997

FOLLOW US ON SOCIAL MEDIA

@allaboutitaly_mag

@allaboutitaly

www.allaboutitaly.net

TRAVEL

ITALY RANKS SECOND IN EUROPE FOR TOURIST VISITS

2024 has been a landmark year for tourism in Italy, setting a new record with 458.4 million overnight stays and an 11.1% increase in overnight stays in the fourth quarter—marking a 2.5% growth compared to the previous year. Driving this success is international tourism, with over 250 million foreign visitors (+6.8%), accounting for 54.6% of the total. These figures solidify Italy's position as the second most-visited country in Europe, surpassing France and just below Spain.

"The ISTAT estimates published today are an authoritative confirmation of the incredible strength of Italian tourism," commented Minister of Tourism, Daniela Santanchè. "Our country has strengthened its role as a top global destination, surpassing France and securing second place in Europe for the number of tourist visits, second only to Spain. This is a historic achievement that fills us with pride and speaks to the quality and allure of our tourism offerings, which continue to captivate and attract visitors from around the world."

The minister emphasized that this milestone was made possible by the dedication of the entire sector: "Credit goes to the resilience and hard work of entrepreneurs and industry professionals, whom I will never cease to thank, as well as to targeted policies and a continuous focus on quality, sustainability, and diversification in our tourism offerings." Looking ahead, tourism remains a key driver of Italy's economic growth. "It's important to highlight that tourism also serves as a catalyst for local community development," added Minister Santanchè, "boosting employment, innovation, and prosperity, particularly in areas less frequented by traditional tourist flows. These record-breaking numbers only reinforce the sector's central role in our economy. We will continue to enhance Italy's appeal by focusing on quality, sustainability, innovation, and accessibility, with the goal of reaching new milestones and further cementing our standing in the global tourism landscape."

VERDURA RESORT
SICILY
A ROCCO FORTE HOTEL

A view on Sicily

A corner of Sicily that is all your own – a secluded three-bedroom suite in timeless Sicilian style with panoramic sea views and a private pool.

VERDURA RESORT, S.S. 115 KM 131, SICILY, ITALY.
CONCIERGE.VERDURA@ROCCOFORTEHOTELS.COM
+39 09 259982008

ROCCOFORTEHOTELS.COM

COOKING

EATALY PASTA BECOMES THE OFFICIAL PASTA OF CARLO CRACCO

Introducing Spaghetto alla Chitarra Eataly – a limited edition by Carlo Cracco

Launched in Christmas 2023 as the first product in a line that now boasts over 100 varieties, Eataly pasta has been chosen as the official pasta supplier for Carlo Cracco's restaurants. It will take center stage in his establishments; from the renowned Ristorante Cracco and Bistrò in Milan's Galleria Vittorio Emanuele II, at Cracco Portofino and Terra by Carlo Cracco, a new venture opening in November 2024 inside Eataly London.

Among the pasta shapes selected by the chef for his restaurants are spaghetti and super spaghettoni, rigatoni, paccheri, tortiglioni, penne rigate, and vesuvio. This pasta, crafted by the renowned Premiato Pastificio Afeltra in Gragnano, is made from 100% Italian durum wheat, slowly dried, and bronze-extruded to ensure premium quality and the signature texture.

Starting with the exclusive Spaghetto Eataly recipe—featuring roasted datterini tomatoes and basil sprouts—Cracco will introduce a selection of dishes across his restaurants designed to highlight the pasta's exceptional balance of regional heritage, ingredients, and craftsmanship.

"I am very pleased to begin this new collaboration with Eataly pasta in my restaurants," says Carlo Cracco. "As a chef, the search for high-quality ingredients is at the core of the creative process that brings dishes to life, and I'm excited to embark on this new journey with Eataly."

From April, a special recipe by Cracco has also made its way to Eataly restaurants, initially at Eataly Smeraldo Food & Pizza Theatre before expanding to all locations in Italy, Munich, and Paris. The dish, Spaghetto Giallo di Cracco, is made with Eataly spaghetti (100% Italian wheat), a velvety yellow datterino tomato sauce, an extract of San Marzano dell'Agro Sarnese-Nocerino DOP tomatoes, lemon zest, and fresh basil. This creation offers a refined alternative to the beloved Spaghetto Eataly al Pomodoro, one of the most popular dishes in Eataly restaurants.

Share the Magic
of Winter Sports
Drink Responsibly | Learn more at www.wineinmoderation.eu
PROSECCO DOC
ITALIAN GENIO
www.prosecco.wine

CAMPAIGN FINANCED ACCORDING
TO EU REG. NO. 2021/2115

**MINISTRY OF AGRICULTURE,
FOOD SOVEREIGNTY
AND FORESTS**

ART

IN ROME, AN EXHIBITION TRACING CARAVAGGIO'S GROUNDBREAKING INFLUENCE ON ART, RELIGION, AND SOCIETY

From March 7 to July 6, 2025, the Gallerie Nazionali di Arte Antica, in collaboration with Galleria Borghese, with the support of the Direzione Generale Musei – Ministry of Culture and Main Partner Intesa Sanpaolo, will present CARAVAGGIO 2025 at Palazzo Barberini in Rome. Curated by Francesca Cappelletti, Maria Cristina Terzaghi, and Thomas Clement Salomon, CARAVAGGIO 2025 stands as one of the most ambitious exhibitions ever dedicated to the works of Michelangelo Merisi, known as Caravaggio (1571-1610). Showcasing twenty-four paintings from prominent public and private collections, both Italian and international, this exhibition offers an exceptional opportunity to view rare masterpieces and innovative curatorial pairings within one of the most iconic locations that reflect the deep bond between the artist and his patrons. CARAVAGGIO 2025 brings together some of the artist's most renowned works, offering an enriched and nuanced analysis of the artistic and cultural revolution Caravaggio initiated. The exhibition explores his profound innovations, reshaping the artistic, religious, and social landscapes of his time, all within an unprecedented curatorial framework that highlights the unparalleled nature of his contribution. The exhibition represents a unique opportunity to rediscover Caravaggio's art in a new light, through a curatorial journey that integrates discoveries, critical reflections, and a close comparison of his masterpieces. It is not only a tribute to the genius of the artist but also a true occasion for investigating the profound influence he had on contemporary and subsequent art, as well as on the modern collective imagination.Among the works on display, a special place is undoubtedly held by the Portrait of Maffeo Barberini, published by Roberto Longhi in 1963 and never shown to the public until just a few months ago; the Ecce Homo recently rediscovered (2021), which returns to Italy after four centuries; and the first version of The Conversion of Saint Paul from the Cerasi Chapel, rarely accessible as it is housed in a private collection. Alongside the Saint Francis in Meditation, Saint John the Baptist, Judith and Holofernes, and Narcissus—part of the permanent collection of the Gallerie Nazionali di Arte Antica. We also find masterpieces that are "coming home": the Bari, The Musicians, and Saint Catherine of Alexandria, which Antonio Barberini purchased in 1628 from the collection of Cardinal del Monte. The exhibition, divided into four sections, guides the audience through the full artistic arc of Merisi's career, covering a chronological span of about fifteen years, from his arrival in Rome around 1595 to his death in Porto Ercole in 1610.

Share the Magic
of Winter Sports
Drink Responsibly | Learn more at www.wineinmoderation.eu
PROSECCO DOC
ITALIAN GENIO
www.prosecco.wine

CAMPAIGN FINANCED ACCORDING
TO EU REG. NO. 2021/2115

MINISTRY OF AGRICULTURE,
FOOD SOVEREIGNTY
AND FORESTS

FLAVIAN AMPHITHEATER OR COLOSSEUM?

By
Gian Marco D'Eusebi
Instagram: @azzykky

The Colossus of Nero was a towering statue erected between 64 and 68 AD, during the reign of Emperor Nero—a man who, let's be honest, was not exactly known for his modesty. According to ancient sources, Pliny the Elder described it as being 110 Roman feet tall, about 33.5 meters, while Suetonius gives us an even more colossal version: 120 feet, or roughly 36.6 meters. And that's not even counting the pedestal, which alone stood 11 meters high. Today, all that remains of the statue is its base, still visible right in front of the Colosseum, marked with the inscription: "AREA OF THE BASE OF THE COLOSSUS OF NERO." A silent yet powerful reminder of the grandeur (and megalomania) of ancient Rome. Back then, the Colossus depicted Nero himself, in a deified form—with features probably more idealistic than realistic. Let's say he commissioned a very flattering portrait, with little concern for accuracy. When Vespasian came to power, the statue was transformed and restored: Nero's face was replaced with that of the sun god, in keeping with the solar cult spreading through the Empire. A clever move to recycle the monument and symbolically cut ties with the past. In 127 AD, Emperor Hadrian—an avid traveler and architecture lover—decided to move the Colossus to make room for the new Temple of Venus and Roma. But how do you move a statue nearly 40 meters tall? With a team of... 24 elephants. Yep, you read that right: 24 pachyderms brought in to pull and transport the colossal structure. An epic scene that today sounds like something out of a Hollywood film, but it's real history. Between 180 and 192 AD, during the reign of Commodus (yes, the same one made famous by the movie Gladiator), the Colossus was altered once again—this time to resemble Commodus himself, portrayed as Hercules. Always very humble, that Commodus… Over the centuries, the fate of the Colossus became increasingly obscure. Some say it was toppled by the Visigoths during the Sack of Rome in 410; others believe it stood for some time after, only to collapse during the early Middle Ages, likely due to neglect or an earthquake. What is certain is that the Colossus left an indelible mark—so much so that it's from this statue that the Colosseum got its name. Yes, the Flavian Amphitheater, as it was originally called, earned the nickname "Colosseum" thanks to its proximity to that gigantic statue. A colossus in every sense: not just in stature, but in the lasting impression it made on the collective memory of Rome… and the entire world. One wonders if Nero ever imagined that, centuries later, his "mega portrait" would become an eternal icon.

Riva
BOUTIQUE

RIVA INSIDE, INSIDE RIVA.

From our boats to our boutique,
with the same care and craftmanship.

www.rivaboutique.it

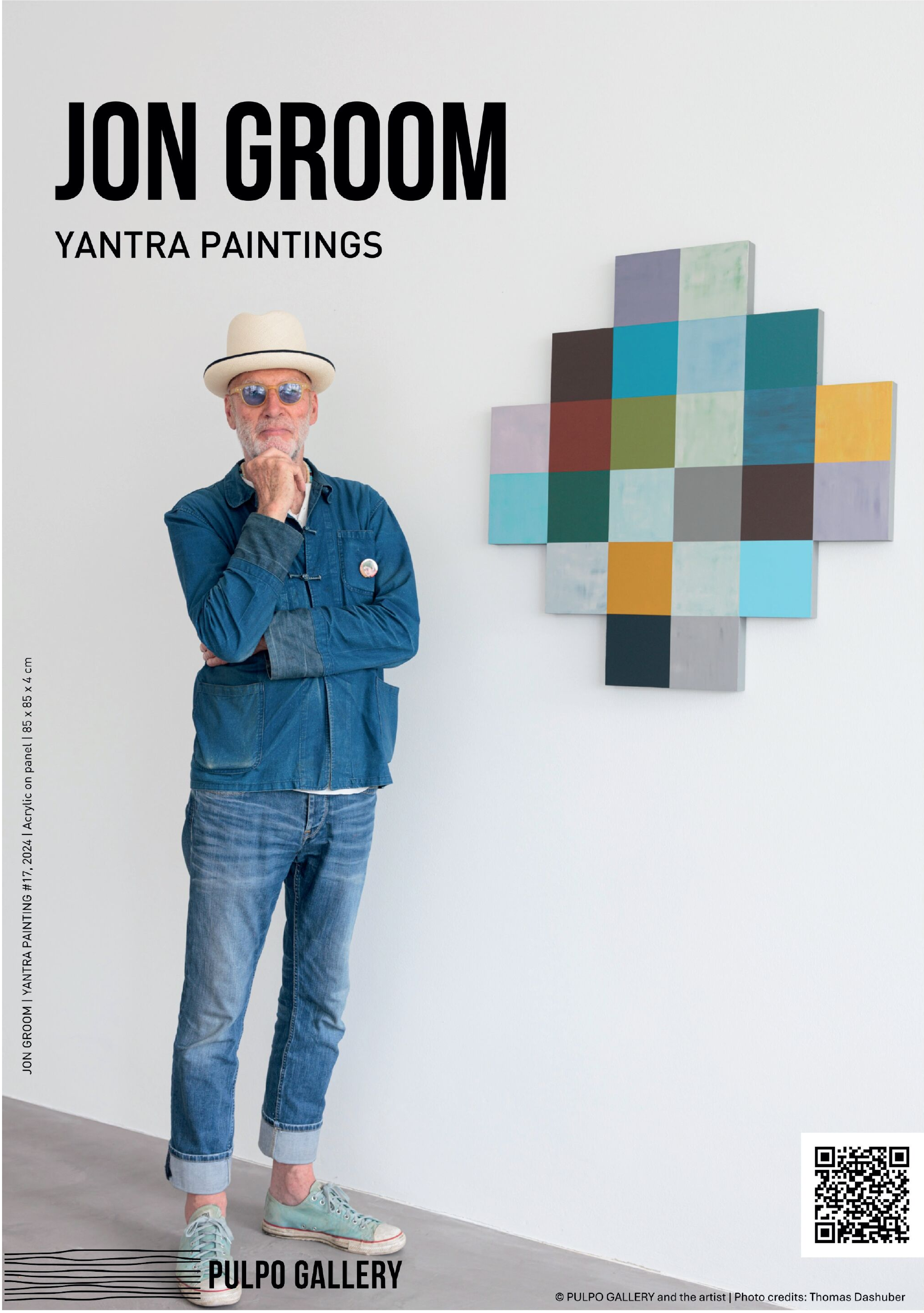
NEWS

PORDENONE, ITALY'S CAPITAL OF CULTURE FOR 2027

Pordenone has been officially named the Italian Capital of Culture for 2027. The announcement was made by Minister of Culture, Alessandro Giuli, confirming the unanimous vote by the jury for the project Pordenone. A City that Surprises. Commenting on the news, the acting Deputy Mayor of Pordenone, Alberto Parigi, said: "We are ready to surprise Italy. We are committed to ensuring that Pordenone fully embodies this title. It is a city and territory that combines culture and business, culture and work, bridging the gap between a city with a cultural vocation and one with an entrepreneurial spirit. We are open to collaborating with all of you." Federico Mollicone, President of the Culture Commission of the Chamber of Deputies, expressed his best wishes for the Pordenone administration, emphasizing the city's commitment to blending historical heritage with the promotion of contemporary arts. Minister of Tourism, Daniela Santanchè also praised the decision, stating that Pordenone's election as Capital of Culture is "an important opportunity for tourism." The Governor of Friuli Venezia Giulia, Massimiliano Fedriga, added: "This is yet another demonstration of the central role that Friuli Venezia Giulia plays both nationally and internationally." "Pordenone, already the capital in our hearts, will be the Italian Capital of Culture for 2027. We believed in this from the very start," said Emanuele Loperfido, the Pordenone deputy for Fratelli d'Italia. Luca Ciriani, Minister for Relations with Parliament, also remarked: "Today is a historic day for Pordenone. Achieving this milestone has never been done before, and I'm confident that the city will make the most of all the opportunities this will bring."

JON GROOM

YANTRA PAINTINGS



JON GROOM | YANTRA PAINTING #17, 2024 | Acrylic on panel | 85 x 85 x 4 cm

PULPO GALLERY

© PULPO GALLERY and the artist | Photo credits: Thomas Dashuber

ITALY NAMED "COUNTRY PARTNER" OF THE SUMMER FANCY FOOD SHOW IN NEW YORK

Made in Italy will once again take center stage in New York at the Summer Fancy Food Show, set to take place from June 29 to July 1, 2025, at the Jacob Javits Convention Center. Italy's presence as Country Partner at North America's premier food industry event also provides a crucial platform to advance the candidacy of Italian cuisine for UNESCO's Intangible Cultural Heritage designation—a goal that ICE (Italian Trade Agency) has been pursuing alongside the Ministry of Agriculture, Food Sovereignty, and Forestry, led by Minister Francesco Lollobrigida. Speaking on the topic, Lollobrigida stated: "Italian cuisine is making significant progress toward UNESCO recognition. It embodies our history, cultural influences, entrepreneurial spirit, and ability to innovate while maintaining quality as its defining feature. This is reflected by the global demand for Italian food and the countless restaurants worldwide that either serve authentic Italian cuisine or seek to emulate it. The idea to submit its candidacy arose from the fact that UNESCO has already recognized French, Japanese, Korean, and Mexican cuisines, yet ours was missing. Along with the deeply rooted conviviality that transcends individual ingredients, which must also be safeguarded at an international level for their strong territorial identity."

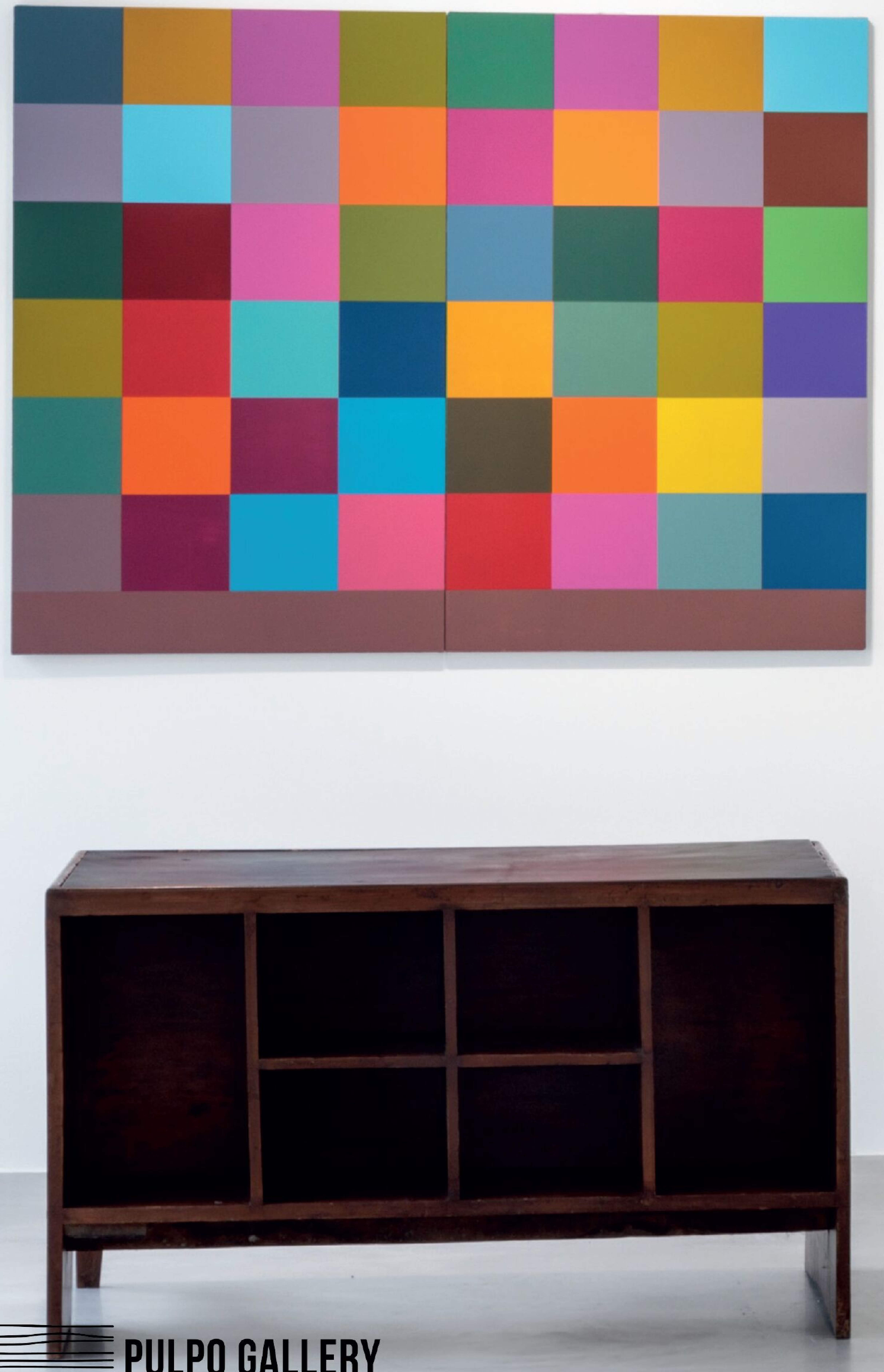
For years, the Italian Pavilion at the Fancy Food Show has been a symbol of excellence, serving as a key hub for promoting Italian agri-food products. This year, Italy's showcase will once again be the largest within the international section of the fair, providing an extraordinary opportunity for Italian producers to connect with the global market while celebrating both tradition and innovation in gastronomy.

As always, ICE will oversee the Italian Lounge inside the Pavilion, strategically positioned and featuring a dedicated "Aperitivo Italiano" area. "Italy's role as Country Partner for the 2025 Fancy Food Show, first in Las Vegas and then in New York, is a great honor for the Italian System. More importantly, it is a testament to the ability of Italian companies to consistently offer high-quality, top-tier products that American consumers increasingly appreciate, as reflected in recent data," said Erica Di Giovancarlo, Director of ICE New York.

In 2024, exports from the Italian food sector to the U.S. reached $8.6 billion, marking a growth of over 17%. Italian staples such as mineral water, pasta, cheese, olive oil, wine, and sauces continue to rank among the most favored food imports in the U.S., positioning Italy as the third-largest exporter to the American market, following Mexico and Canada.

JON GROOM

YANTRA PAINTINGS



JON GROOM | YANTRA PAINTING (Diptych) #1, 2024 | Acrylic on canvas, stretched on wooden panel | 160 x 120 x 2 cm

PULPO GALLERY

© PULPO GALLERY and the artist | Photo credits: Thomas Dashuber

THE SIXTH EDITION OF THE VENICE BOAT SHOW

The Venice Boat Show opened its doors on May 29 and closed on June 2. The event, now in its sixth edition, will only highlight the innovations and trends in the industry, enhancing the work and ingenuity of the entire marine industry. An industry that looks to the future by continuing to innovate and invest in all segments, from the big marine groups to local artisans. Together with the mayor, Ambassador Mario Vattani, Commissioner General for Italy at Expo 2025 Osaka, was present at the press conference. The Salone is one of the protagonists of the events of the Italian Pavilion, identified with the title: “Water as the protagonist of everyday life.” Once again a commitment to sustainability and protection of the sea that Venice intends to bring to that showcase as well. Indeed, Venice and Japan make proximity to the sea an element of their daily living. The presence of the Commissioner General for Italy at Expo 2025 Osaka is intended precisely to underscore this deep connection. The event is organized by Vela Spa on behalf of the City of Venice, in collaboration with the Italian Navy: “The Venice Boat Show represents an extraordinarily important event for the boating industry and a unique opportunity to strengthen dialogue and collaboration. Venice, with its age-old history linked to water and navigation, is the ideal place to promote innovation, sustainability and tradition, values that are central to the evolution of our city and modern boating - said Venice Mayor Luigi Brugnaro - This event is not only a market, it is also and above all a moment of exchange of knowledge, work and attention to sustainability by virtue of the in-depth studies on the theme of the sea and how to preserve it. Thanks to the relationship built over the years with all the companies in this sector, the Salone has become much more than an exhibition showcase, it is a workshop of ideas”. Finally, as always, the Salone had a special focus on electric or hybrid propulsion for boats from 6 to 50 meters, with cross-cutting innovations embracing traditional, electric and hydrogen engines, thus confirming its role as a catalyst for the transition to sustainable boating, hosting increasingly reliable and technologically advanced boats, alongside leading companies in the production and distribution of hydrogen for the sector.

170 DESIGNER BRANDS
UP TO 70% LESS

HELLO TO
SHOPPING
IN VENICE

DestinationJOY

McArthur
Glen
Designer Outlet™
Noventa Di Piave

SHOW THIS PAGE AT GUEST SERVICES
FOR AN EXTRA DISCOUNT

mcarthurglen.com/noventadipiave

LES CLE D'OR ITALY

BARBARA AMATO, HEAD CONCIERGE AT THE FOUR SEASONS IN FLORENCE, IS MUCH MORE THAN A FIGURE IN LUXURY HOSPITALITY: SHE IS A KEEPER OF STORIES AND SECRETS, A BRIDGE BETWEEN WORLDS, AND YOUR KEY TO THE MOST EXCLUSIVE PLACES

There's a figure in luxury hotels who knows no limits, who makes the impossible possible, and who turns every stay into an unforgettable experience. This is the Les Clefs d'Or Concierge – the true guardian angel of the guests, a master of connections, someone who knows everything about you even before you speak. Need a ticket to a sold-out show? A last-minute private jet? A table at the city's most exclusive restaurant? "Your wish is my command," as the genie from Disney's Aladdin would say. Always attuned to guests' needs, these concierges can make anyone feel at home in the blink of an eye. With just a glance, they can tell all about you—your walk, your greeting, your outfit, even the brand of your luggage speaks volumes. Les Clefs d'Or concierges are legendary in the world's finest hotels. Celebrities, politicians, and top executives know this well. Even cinema has immortalized them: in the film Bobby, Anthony Hopkins plays one—an elegant man pulling all the strings of a luxury hotel with discretion and finesse. Barbara Amato, Head Concierge at the Four Seasons Florence, knows everything and everyone—from longtime guests to the various hotel managers who've come and gone. She's a keeper of secrets, a bridge between worlds, and the golden key to the city's most exclusive spots.

> THE "GOLDEN KEYS" CONCIERGE IS THE TRUE GUARDIAN ANGEL OF HOTEL GUESTS, THE MAGICIAN OF CONNECTIONS, SOMEONE WHO KNOWS EVERYTHING ABOUT YOU BEFORE YOU EVEN SPEAK

Barbara, what would you say are the essential qualities a top concierge must possess?

A concierge must have a fundamental set of skills to deliver excellent service and meet guests' needs in the best possible way. Among them, passion is by far the most important: it's what drives us to fulfill our guests' dreams, what fuels our ability to create unforgettable experiences, and what makes people want to return—not just for the beauty of the hotel or city, but because they know the concierge will make their stay extraordinary. Another crucial quality is discretion: the concierge often becomes a confidant, a friend, someone special to whom guests reveal parts of their lives. A good concierge must also be intuitive—able to sense what a guest is looking for, even

EFS

with minimal questions. They must be agile problem solvers, able not only to resolve unexpected issues quickly but to turn them into opportunities to impress. Of course, deep knowledge of the city, fluency in foreign languages, and a strong professional network are all essential. But what truly makes a difference is empathy—the art of anticipating guests' needs before they are even voiced, something that develops over time and with experience.

How do you prepare to meet particularly unique or demanding guest requests?
Preparation in our field is constant and requires a trusted, ever-updated network. The beauty of this job lies in its dynamic nature—no two days are alike. We grow with every unique and creative request we receive. We must stay informed about exclusive events, new openings, and last-minute availability. And when we can't respond directly, our international Les Clefs d'Or association steps in. Thanks to colleagues all over the world, we can deliver on even the most special requests. For example, just two weeks ago, a guest traveling to France asked me for two tickets to Notre-Dame. I responded immediately: "Absolutely, let me check with our French colleagues." Within minutes, I had an email confirming the requested time slot—complimentary, too. Every concierge has to be a bit of a magician: sometimes, creativity and thinking outside the box are what make the impossible possible.

What's the most difficult request you've had to handle so far?
It may sound surprising, but sometimes the simplest requests are the hardest—precisely because there's a risk of treating them too casually. That said, in my 19 years in this incredible career, I've handled a wide range of situations alongside my team—enough to fill a book. From organizing a last-minute private opening of the Uffizi Gallery to securing VIP access for celebrities, to assisting a guest who accidentally locked their keys in the car on a Sunday in August. I've even helped plan a surprise 50th birthday party for an Indian guest inside a venue under renovation, and orchestrated a last-minute marriage proposal—witnessing the magic moment of "yes." But the greatest reward in our work is always the happiness reflected in our guests' faces—an emotion beyond value.

Anticipating dreams and desires before they're voiced is an art—how do you manage to do this?
Observation is key to crafting unforgettable experiences. Every detail reveals something important: the way a guest dresses, their luggage, their tone of voice, their body language.

Barbara Amato
Chef Concierge
at the Four Seasons
in Florence

Active listening is equally essential—each word and tiny clue can spark an idea that leads to something truly special. With regular guests, it's easier: we know their preferences, and sometimes we're able to anticipate them even before they arrive. That personalized welcome makes all the difference.

Are there hidden corners of Florence that only an insider like you would know—places that could amaze even born-and-raised Florentines?
Florence is filled with hidden gems—too many to list here. But one particularly special place is the Gucci Historical Archive, located inside the 15th-century Palazzo Settimanni. This site is not open to the public, but I've had the privilege of visiting it. In 1953, Gucci opened its second artisan workshop here. Today, the archive showcases the brand's evolution since 1921. It's a journey through vintage bags, leather goods, luggage, scarves, clothing, shoes, and lifestyle accessories. A remarkable space that captures the soul of a brand still influencing the world of fashion.

What role does Florentine fashion play, and how does it affect visitors' shopping choices?
Florence is one of the fashion capitals, with globally recognized luxury brands. But today's travelers also seek unique, custom-made items crafted in the small artisan boutiques of the historic center. These aren't just purchases—they're journeys into the heart of Italian craftsmanship and tradition.

What's the most exclusive place in Florence that you recommend to guests seeking an authentic experience?
Florence is full of exclusive, enchanting places, but if I had to pick just a few, I'd choose a museum, a garden, and a church. The Ferragamo Museum, in the city center, is a must for fashion and design lovers. It tells the story of Salvatore Ferragamo and his iconic creations that shaped fashion history. The Bardini Garden is one of my favorites—a serene space with one of the most stunning views of Florence. The best time to visit is between April and May, when a 70-meter-long wisteria tunnel blooms into a mesmerizing canopy of color. Lastly, the Basilica of Santa Croce is a priceless treasure. Its beauty is matched only by its cultural significance, housing the tombs of historical giants like Michelangelo, Galileo Galilei, Niccolò Machiavelli, Gioachino Rossini, and Giorgio Vasari.

When the sea meets the land

RIVA STYLE BECOMES HOME

THE SEA REMAINS THE PROTAGONIST AT RIVA RESIDENZE, EVEN WHEN IT ISN'T IN SIGHT. IT LINGERS IN THE SOUL OF SPACES, IN THE CHOICE OF MATERIALS, IN THE LIGHTNESS OF THE LINES, AND IN THE WAY SUNLIGHT DANCES THROUGH EVERY ROOM

ARTIST CONCEPTUAL RENDERING

For over 180 years, Riva has set the benchmark for timeless elegance, a style that doesn't follow trends, but rather, defines them. The brand is an icon woven from noble woods and gleaming metals, a symbol of dreams and freedom. It's legacy began on the water, aboard mahogany and steel hulls that have crossed eras and inspired generations. From movie stars to heads of state, artists to visionaries, Riva has carried them all. Today, that legend comes ashore. Introducing Riva Residenze Fort Lauderdale, the first residential project in the brand's history — a new chapter of the Riva Brand Experience that transforms nautical aesthetics into a new architectural language. Located in Fort Lauderdale, America's yachting capital, a short distance from Ferretti Group's showroom: a space is being built that will redefine the concept of home. Riva Residenze is far more than real estate; it is a living piece of art — 36 exclusive residences designed to embody the Riva aesthetic, materials, and essence. This isn't about decorating with the brand style, it is expanding the experience of Riva Lounges and Cafés in Monte Carlo, Venice, Paris,

ARTIST CONCEPTUAL RENDERING

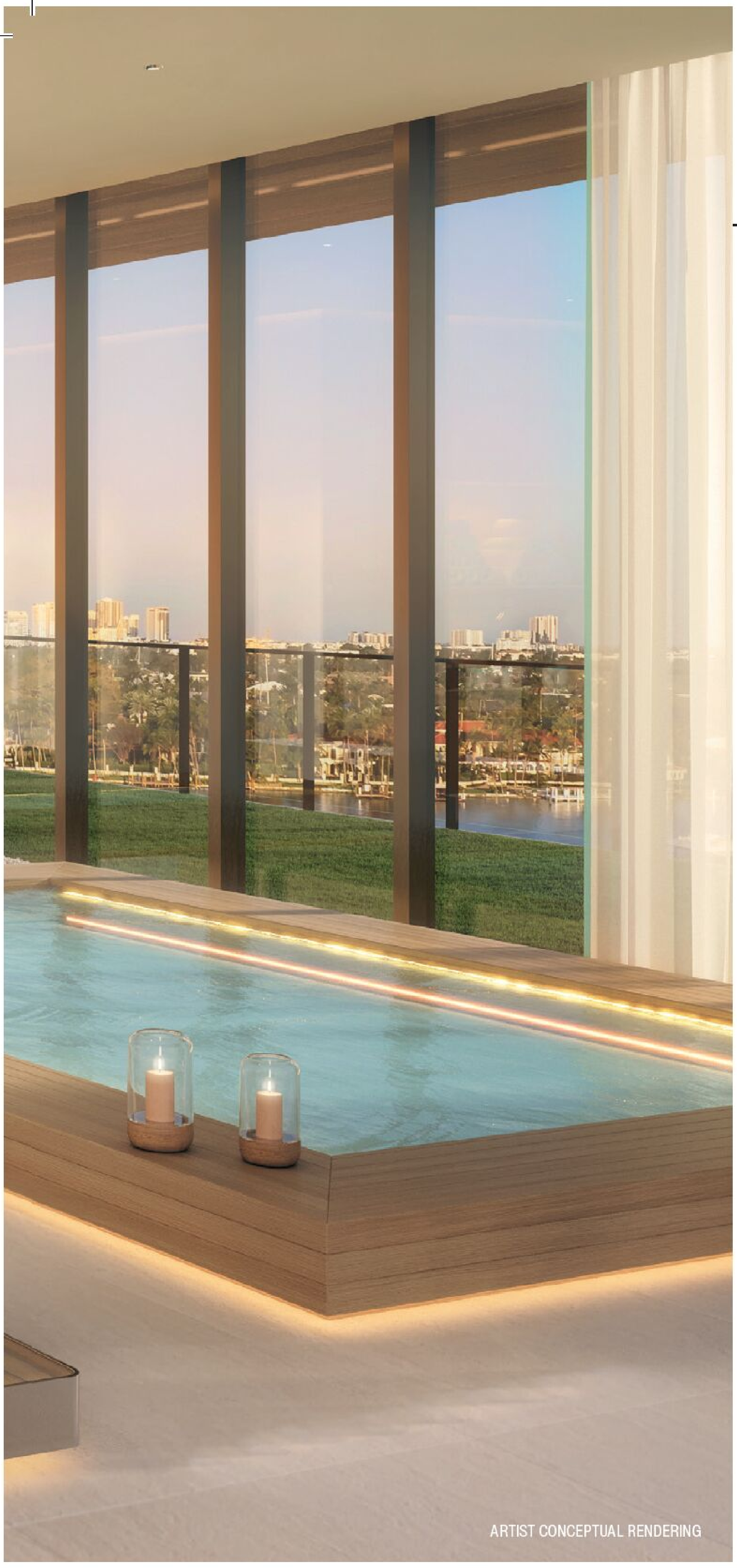
or Porto Cervo. Here, the entire space was designed and envisioned in every nautical-inspired detail under the supervision of Riva, to translate the essence of a yacht into an extraordinary living experience inspired by the sea. The exterior architecture was created by the firm Arquitectonica, while the interior design was curated by Giuseppina Arena. The project, developed by the collective of WellDuo, Vertical Developments, and GCF Development, esteemed developers from South Florida, stands out at first glance: a façade of striped mahogany and steel, inspired by the legendary Aquarama boats, welcomes guests into a world where design meets legend. It is a visual tribute to Riva yachting, a distinctive mark that signals to all that here, they are celebrating an icon. Each of the 36 residences is designed to capture the sensation of continuous navigation — from glossy wood paneling that ripples like waves along the walls, to sleek metals that softly reflect light, to harmonious proportions that guide the eye effortlessly. This concept goes beyond luxury — it rejects excess, favoring whispered beauty and elegant restraint, hallmarks of the Riva brand.

ARTIST CONCEPTUAL RENDERING

ARTIST CONCEPTUAL RENDERING

Every finish, every curve, every pairing of materials has been chosen with intention, drawing on the heritage of the Sarnico shipyard, where every detail is sacred. But Riva Residenze is also deeply about experience. An extraordinary array of services and amenities awaits residents, enhancing every moment of daily life with refinement and comfort. A Sky Deck offers sweeping views of the ocean and Intracoastal Waterway. A 75-foot pool with private sunbeds and a serene sun space invites relaxation, while a second resort-style pool and Jacuzzi is framed by an elegant sun deck, private cabanas, and sophisticated seating. For outdoor entertaining, a poolside summer kitchen and bar offers the perfect setting for al fresco dining. Indoors, residents can enjoy a private salon with library, a wine room, a media room with golf simulator, and even a cinema — a true private club atmosphere. Health and wellness take center stage with a state-of-the-art Technogym fitness center, complete with advanced cardio, weight training, and cycling equipment. There is also a dedicated yoga and Pilates studio, and a world-class wellness center with a heated spa, steam room, sauna, and a restorative treatment lounge. A private spa suite is available for personalized services, ensuring every resident can indulge in quiet moments of self-care. For guests, Cabin Suites, inspired by the staterooms of iconic Riva yachts, offer a refined, intimate space — a thoughtful nod to the brand's maritime legacy. At the water's edge, a private in-house marina with six slips accommodates residents' yachts, seamlessly connecting the residence to the sea. A spacious waterfront deck with loungers, outdoor seating, and private dining areas completes the setting — an invitation to live between land and sea with effortless grace. To live in a Riva

Riva
Riva
Riva
Riva
TECHNOGYM
TECHNOGYM
TECHNOGYM
TECHNOGYM


ARTIST CONCEPTUAL RENDERING

Residenze is far more than owning a home. It is a philosophy of life, a space that reflects a precise identity, where time is measured in moments of beauty and freedom. This means walking on floors that tell sea stories, looking out at horizons full of promise, recognizing yourself in a style that needs no words to be understood.
As Alberto Galassi, CEO of Ferretti Group, has said, "the quality and focus on detail that have made Riva famous are unique and universal characteristics that increase the value and appeal of every living space". Riva Residenze was born from this philosophy: bringing to land the same passion, craftsmanship, and love for beauty that made Riva a global icon. Fort Lauderdale is the first step — but certainly not the last. With this groundbreaking project, Ferretti Group ushers in a new era for the brand. One where homes feel like yachts, cities become harbors, and architecture becomes an experience.

FOR THOSE WHO CHOOSE RIVA, EVERY HOME IS A HARBOR. EVERY DAY IS A NEW HORIZON. AND EVERY DETAIL IS A REMINDER OF THE SEA

ARTIST CONCEPTUAL RENDERING
Riva
RESIDENZE
FORT LAUDERDALE
Riva
TECHNOGYM

CENTURIES OF SWEETNESS
AND FAMILY TRADITION—
THIS IS THE STORY OF
ROMANENGO AND THE ART
OF THE CONFECTIONER

an Art that defies Time

AN EXCLUSIVE INTERVIEW WITH
VIOLANTE AVOGADRO DI VIGLIANO,
CEO OF ROMANENGO, ON THE
BRAND'S RICH HISTORY AND ITS
VISION FOR THE FUTURE

In the heart of Genoa, where narrow alleyways weave together like the threads of a timeless tale, the sweet and refined story of Antonio Maria Romanengo began in the late 18th century. With passion and intuition, he opened a shop of colonial goods on Via della Maddalena—a small treasure trove of exotic aromas and precious spices. But destiny had a greater plan in store for the Romanengo family. Two of his sons expanded on their father's dream, opening two elegant stores in Campetto and establishing a workshop that would become

ROMA

R
ENGO

the haven of candied fruit and confetti, crafted with the ancient skills of Genoese tradition and refined with the French flair of chocolate-making. In 1829, Pietro Romanengo officially registered the company with the Chamber of Commerce and the Arts under the name Pietro Romanengo fu Stefano, a brand that has since been handed down through seven generations—an enduring testament to an art that defies time. The shop in Soziglia, active since 1814, is a true jewel: a theatre of delights where history and elegance merge. Stepping inside is like crossing the threshold into another era. The polychrome marble floor gleams beneath antique chandeliers. A silk-painted ceiling depicts delicate scenes, while inlaid rosewood shelves and counters carefully preserve the tenderness of tradition. Gilded mirrors amplify the magic of the space, and a marble sink shaped like a seashell adds a touch of elegance. A witness to centuries of sweetness, the shop still houses ancient equipment and a priceless archive, intertwined with stories of distinguished clients: the Duchess of Galliera, the Doria family, the Duchess of Parma, the House of Savoy, and even Giuseppe Verdi, who found in Romanengo's creations a harmony worthy of his immortal melodies. Today, Romanengo also operates another shop in Genoa, on Via Roma, and one in Milan, in the city's historic center. Each location reflects the brand's enduring bond with history, divided into three unique spaces: the confetteria, the Tea and Spice Shop, and La Corte, where a savory menu is also offered. Thus, through artistry and passion, Romanengo's tradition continues its journey, offering each new generation the unique flavor of a past filled with elegance and dreams. Because the art of the confectioner is never improvised. Preserving nature's fruits while imitating their form and taste through the skilled use of sugar is what Romanengo has always done—maintaining its identity as a confetteria in the most traditional sense: a place where fruit, flowers, spices, and aromas are transformed by hand with sugar.

We met with Violante Avogadro di Vigliano, CEO of Romanengo, to speak about the brand's storied past and its plans for the future.

Your company has carried on a confectionery tradition for over two centuries. What's the secret to its longevity?
The secret lies in balancing tradition and innovation. Romanengo has always preserved ancient artisanal techniques, using only the highest quality ingredients. At the same time, it has evolved with the times. Our philosophy is not to chase trends but to remain true to our identity, reinterpreting it with a contemporary sensitivity.

Looking back, which moment in Romanengo's family history moves you the most?
One of the most meaningful moments was during the Second World War, when the city of Genoa was suffering greatly, yet Romanengo continued to produce sweets, offering a small comfort to the community. It's proof that our work isn't just about flavor, but also about emotion, memory, and culture.

If you could meet Antonio Maria Romanengo today, what would you say to him?
I would tell him that his vision and dedication created something extraordinary—a legacy that still inspires and captivates. And I would ask what he thinks of how we've carried his dream forward, because his opinion would be the most important recognition of all.

The city where your company was born has naturally shaped the business. How does today's Genoa continue to inspire your work?
Genoa is a city of contrasts—between the sea and the caruggi (small alleyways), between the ancient and the modern, between discretion and cultural richness. This duality is reflected in our work: on one hand, a devotion to tradition; on the other, the desire to innovate without betraying our origins. Genoa also has a deep connection to taste and travel—it's a city of exchanges, of spices, of influences that have always enriched our confectionery art.

Is there a sweet you consider the ultimate symbol of your maison?
Rather than a single sweet, Romanengo represents an entire philosophy of production—one of ancient gestures and pure ingredients. If we had to choose, candied violets, candied fruit in general, and our chocolate pralines perfectly embody our values: refinement, delicacy, and uncompromising quality.

Your Soziglia shop is a true treasure chest of history. We hear a new opening is on the way—what can you tell us about it?
Soziglia is the beating heart of Romanengo, but we want to share our art with an even broader audience. The new opening will be an extension of our identity—a space designed to welcome guests from morning to evening, from breakfast to lunch to afternoon tea and aperitivo, in a setting that celebrates beauty and tradition. It will be a place to discover our products in an atmosphere that tells our story.

Last week, Romanengo launched its own gelato. How did the idea come about?
The idea came from a desire to explore another dimension of our craft, while staying true to our principles of quality and purity. Our gelato will be a unique sensory experience, made with carefully selected ingredients and artisanal techniques, in perfect continuity with our tradition. Customers will rediscover the fragrances, flavors, and tastes of some of our signature products while savoring our gelato—available to take away or enjoy in our cafés.

What are the next projects for Romanengo's future?
Beyond the new opening in Genoa and the gelato launch in Milan and Genoa, we want to continue celebrating our heritage through immersive experiences, partnerships with like-minded brands, and a growing focus on sustainability. Our goal is for Romanengo to be not only a historic brand but a true point of reference for those seeking authenticity, quality, and emotion in the world of fine confectionery.

P. Romanengo fu Stefano
Fabbrica di Cioccolato
Genova

OREFICE TAILORING

AN ITALIAN STORY SINCE 1856 ON THE SHORES OF LAKE COMO, IN CERNOBBIO

Nestled on the shores of Lake Como, Cernobbio is one of Italy's most charming and renowned destinations—a true gem of the Lombardy region, world-famous for its enchanting scenery, refined atmosphere, and historic villas. It's a must-visit location for those seeking relaxation, culture, and luxury. And it is right here in Cernobbio that, in 1856, Sartoria Orefice was born—an all-Italian story where the skills learned in the workshop and the secrets of an ancestral tailoring know-how are still preserved and practiced every day to satisfy every client in search of the perfect suit.

Here, garments are crafted to enhance the individuality of each customer through industrial techniques, based on a standard-size paper pattern with limited customizations. It's the perfect balance between quality and accessible costs, allowing clients to express their style while respecting their needs and budgets. What clients experience is an intimate journey, where they can savor the process, watch the details emerge with elegance and subtlety, and feel comfortable and confident wherever they are, in any fabric or cut.

As we mentioned, Sartoria Orefice's story began in 1856 within the walls of a small workshop overlooking that stretch of lake which would become beloved and celebrated worldwide for its natural beauty. It was there that Pietro Orefice opened his tailor shop, fueled by sacrifice, dedication, and the dreams of a talented young man. Future generations followed his path, needle in hand: Cesare ushered in a new century, Pietro persevered through two world wars, and Lino embraced the glitz and fast-paced glamour of the 1960s "dolce vita." Today, with Cleto and Silvia at the helm, the sartoria keeps its cultural and artisanal heritage alive. By creating bespoke garments, they embody Italian style and reflect a passion for craftsmanship. Over the years, this story has led them to receive

numerous accolades, such as “Historic Shop” status from the Lombardy Region, the “Eccellenza Artis” award, and official recognition under the “Lake Como” brand—a label promoting the region’s tourism, culture, and artisanal excellence. “For us, ‘sewing’ also means nurturing the image and values of both local and national heritage every day. We’re proud of the recognition we’ve received for our commitment to preserving and passing on the culture of Made in Italy,” say the owners, whom we interviewed exclusively.

From 1856 to today, one mission: making the customer happy. How have you adapted traditional tailoring techniques to the modern customer’s needs?
In our workshop, the crafting techniques have remained mostly unchanged over time, as there haven’t been radical shifts in clothing production. However, in recent years, we’ve incorporated new innovative fabrics to add a touch of modernity to our creations. As for production tools, we now use motor-powered machines instead of traditional pedal-operated ones. This method maintains the essential three-dimensionality of each piece: we start with a two-dimensional fabric, and through the tailoring process, we give it shape and flexibility to fit the human body, with all the nuances of movement it requires. That said, detailed work can only be achieved through meticulous handcrafting.

You’ve dressed royals, actors, politicians, athletes, entrepreneurs… Who is the Sartoria Orefice client today?
Studies on human behavior show that the first seven seconds of a meeting are crucial for making a lasting impression. Today’s Sartoria Orefice client knows exactly

what they want: to look their best. A suit becomes their calling card—the most powerful form of nonverbal communication, suitable for every occasion. They are also well-informed and capable of evaluating the true value of our product in the context of the market.

What are the most frequent requests from your clients, and how do you satisfy their needs while maintaining the uniqueness of each piece?

The secret to satisfying our clients lies in giving them time. It's often assumed that clients want immediate service, but in truth, they're willing to wait—if they receive full attention throughout the process. When they come in for fittings, they expect the same dedication from us. Our job is to fully understand their needs—professional and personal—so the suit reflects their taste and identity.

American clients, for instance, are very drawn to our story. More than just the garment, they want to know about our sartorial tradition and the rules that shape it. One unique touch we offer is the use of antique buttons from our archive—some mismatched—that we turn into refined details. By sharing the stories behind these buttons and showing various combinations, we breathe new life into one-of-a-kind elements, adding authenticity and originality to every creation.

Are there any interesting anecdotes from this process you can share?

One fun story involves a client from New York who commissioned a navy jacket with a purple silk lining and a single sleeve button, carefully chosen to match the rest of the piece. During a dinner party at a restaurant, someone asked him about the choice. He shared the story of our Cernobbio sartoria and the care we put into every detail. His dinner companion was captivated, and our client was thrilled that his tailored jacket sparked such interest and admiration.

How important is the connection to Cernobbio and Lake Como in your work?

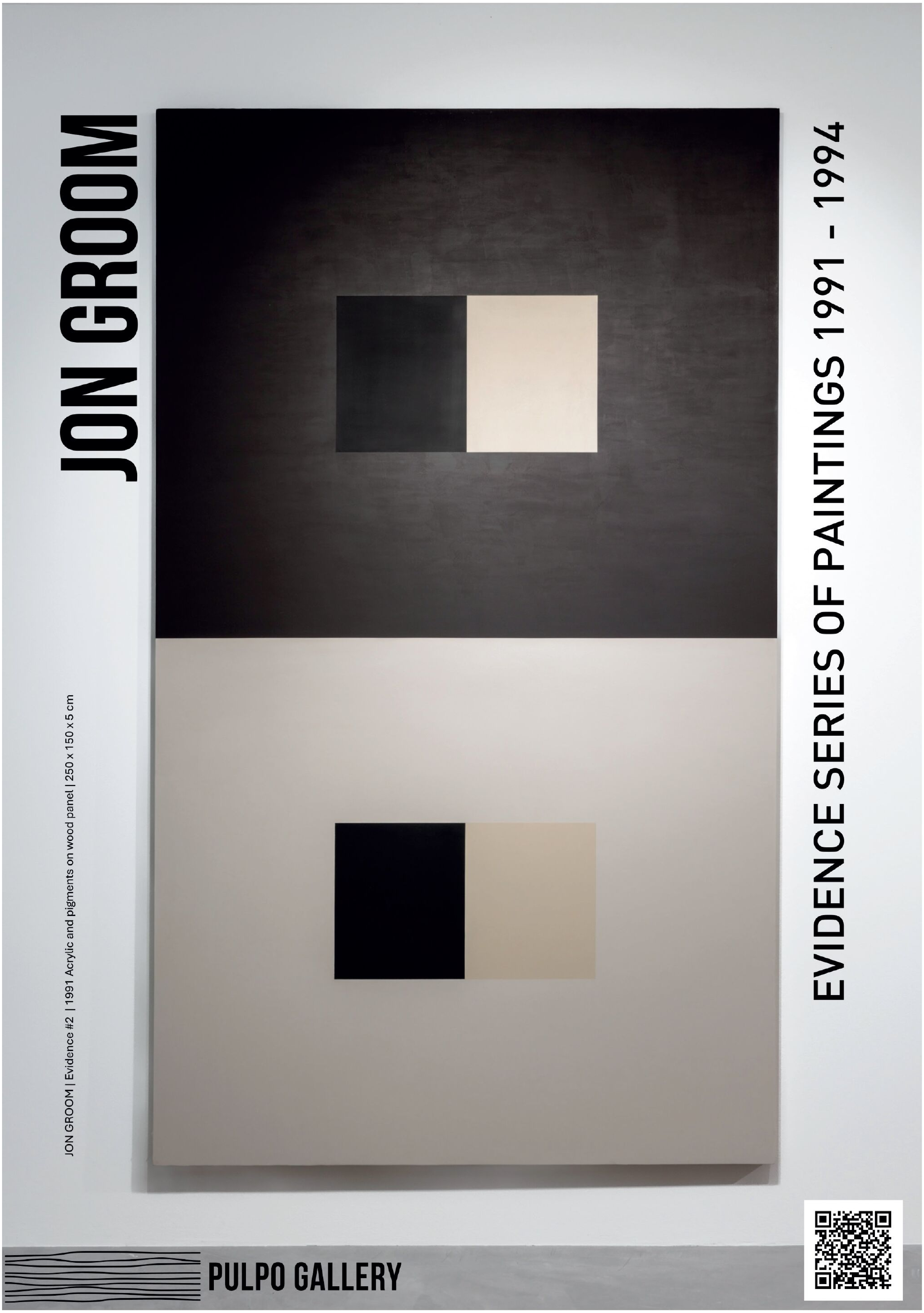
There's a saying that represents our philosophy well: "*Just like the waves of the lake, slow and steady, crash upon the shore, we pass down a rare art through five generations*."

Being in Cernobbio is a major asset: it's a sought-after location, and many vacationing clients choose to dedicate time to having a bespoke suit made. That's why, a few years ago, we introduced a special experience by appointment—a kind of "guided tour" of our tailoring house. The client spends about two hours with us, during which we open our archives, share our story, and walk them through the workshop to show how garments are crafted. We also offer a posture and measurement analysis, giving style advice on how to enhance their figure through custom tailoring. Plus, being close to Milan gives us strategic access to international business clients as well.

Simona Gazzaniga

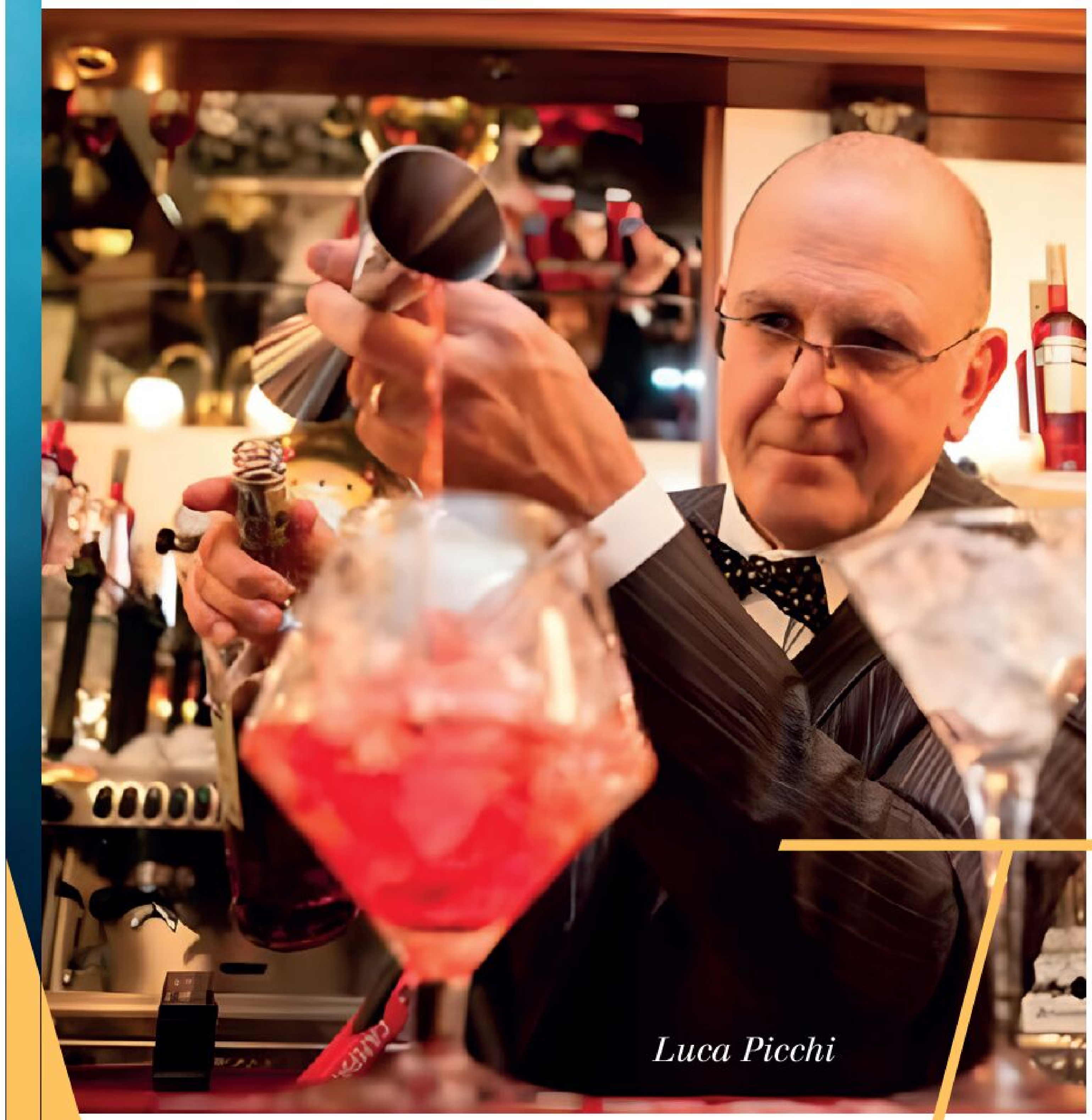
JON GROOM

EVIDENCE SERIES OF PAINTINGS 1991 - 1994



JON GROOM | Evidence #2 | 1991 Acrylic and pigments on wood panel | 250 x 150 x 5 cm

PULPO GALLERY



Luca Picchi

A Florentine Count at the Origin of an Iconic Cocktail

Florence, a city of art and history, is not only the cradle of the Renaissance, but also the birthplace, at the dawn of the 20th century, of one of the most famous and beloved cocktails in the world: the Negroni. Its story is rooted in an elegant Florentine café and features a charismatic figure with bold taste: Count Camillo Negroni.

In the early 1900s, Count Negroni was a regular at Caffè Casoni, a lively establishment located on Via de' Tornabuoni in the heart of Florence (today known as Caffè Giacosa). A worldly man with an adventurous past that had taken him as far as America, the Count often ordered his Americano — a popular cocktail at the time made with Campari, sweet vermouth, and soda water.

However, Count Negroni, a man of strong tastes and little fondness for moderation, desired a drink with higher alcohol content and a bolder character. Tired of the usual Americano, one day he asked the bartender, Fosco Scarselli, to "strengthen" his drink by replacing the soda water with a more robust ingredient: gin.

Thus, for the first time, a new balance of flavors was created: the bitterness of Campari, the aromatic sweetness of vermouth, and the sharp dryness of gin merged into an unexpectedly harmonious blend. The cocktail was an immediate success among the café's other patrons, who began ordering it "in the style of Count Negroni."

Soon, the Count's name became inseparably linked to this new creation. The "Negroni" quickly spread — first in Florence, then throughout Italy — winning over palates with its unique flavor and elegant simplicity. It is said that the Negroni family, proud of this alcoholic legacy, even founded a distillery to produce their own vermouth, further contributing to the spread and acclaim of the now-iconic cocktail.

By the 1950s, the Negroni had become a symbol of style overseas, aided by its popularity among celebrities. While filming in Italy, actor Orson Welles famously described the Negroni as "the perfect balance between a good bitter and a poor gin."

Today, the Negroni is a timeless classic of international mixology, featured on cocktail menus in bars around the world. Its recipe, faithful to Count Negroni's original intuition, continues to captivate with its perfect alchemy of ingredients and its story — rooted in the vibrant life of a Florentine nobleman and the creativity of a visionary bartender.

Clara Svanera

Count Camillo Negroni

MARC BU

Exclusive high-quality jewelry

ART DIRECTOR MONICA BAIO
FOTOGRAFO LUIGI ZILIANI

IN VALENZA, THERE IS A STORY THAT TELLS OF THE MEETING BETWEEN THE BEST GOLDSMITH SAVOIR-FAIRE AND THE WONDER OF EXCEPTIONAL STONES, WHICH BECOME THE HEART OF SPECTACULAR ONE-OFF CREATIONS

GHERITA
RGENER

Jewels of exceptional beauty, for the color and cut of the gems and the perfection of their handcrafted workmanship. A brand that has captivated its audience with its constant search for new creative codes. We spoke with Emanuela Burgener, the soul of this project, to hear about the story of a small family business with an international production.

Who is Emanuela Burgener, and what is her personality and professional background?
My life is tied to the mountains where I was born and raised, and they taught me so much: resilience, the ability to look far ahead, a sense of light, and, of course, my love for nature in all its forms, which has always been my most precious source of inspiration. Then, when I was just over twenty, I was enchanted by jewelry, thanks to my husband's family's goldsmith workshop where I discovered a world of wonders. I studied jewelry design and, at the same time, worked alongside various master goldsmiths to learn the techniques and secrets of their craft. In 2002, my first daughter, Margherita, was born, and the brand dedicated to her was born as well. That was the beginning of our beautiful entrepreneurial and creative adventure that has taken us all over the world.

What motivated you to start your own business? Was it your perspective on jewelry or the lack of originality among your colleagues?
There are some colleagues I admire a lot; they have their own path and style. Mine, however, is intertwined with my personal life. Mixing my creative imagination with the goldsmith tradition of the family workshop was completely natural, and I believe it is this blend that makes our jewelry and brand unique and strong. In fact, each piece of jewelry is born from a special sharing of experiences and skills from the entire team: from the first sketch to its final creation. The decision to create our own brand was driven by several factors, the most important being the desire to preserve the uniqueness and authenticity of our savoir-faire—values that are increasingly rare and truly precious in our undefined and globalized present.

Your collections have a mix of classical and contemporary references, combining precious and less noble materials. How do you decide whether an idea works or not?
Many of our creations are made to order. It's beautiful to start imagining a piece of jewelry based on the desires of the person who will wear it or dedicate it to someone special. Then, I trust my instincts and creativity, letting myself be inspired by the shape and color of the stones, alongside the long experience of the artisans in our workshop. Every piece of jewelry is a unique creation,

born from different alchemies and inspirations that freely cross centuries and continents. My sense of design embraces the idea that jewelry should always be pleasant and easy to wear. I pay great attention to technical details, imagining light and comfortable earrings, perfectly balanced necklaces and bracelets, and practical, secure clasps. Every piece of jewelry that comes from our hands is not just a precious creation; it tells the story of our passion for beauty, our attention to detail, and all the values we believe in.

Who are the wearers of your jewelry? What do they seek, and what do they expect to find? Your website also mentions "bespoke jewelry."
The people who choose to wear our jewelry are men and women who understand the value of “handmade,” of being made in Italy, and who pay great attention to details. They are aware of the importance of artisans and their workshops. Many of our creations are made to measure and arise from the always unique meeting between our experience and the client’s desires. It is never a compromise on creativity but rather a push to explore the client’s wishes and the potential of material combinations in new ways. Our work is, therefore, “bespoke” because we always try to interpret the desire for uniqueness that drives our clients to indulge themselves—or a gift someone special—a piece of jewelry that embodies many values and that can be passed down from generation to generation with its story and beauty.

In a world that is increasingly homogeneous and lacking distinction, dominated by consumerism and a frugal lifestyle, what is the significance of wearing a piece of jewelry, especially if it is exclusive?
It is precisely the desire not to be standardized that inspires our clients to choose an exclusive piece of jewelry. It’s an interesting trend, clearly (and fortunately) in contrast to the idea of globalized luxury. Those who purchase our jewelry understand the value of wearing an original creation that no one else possesses, expertly made and personalized in every detail. Our clients know that true contemporary luxury is tied to uniqueness. One of our most recent bespoke creations was an important commemorative ring that a husband dedicated to his wife, designed to complement a precious pair of earrings we had previously created. The delicate hand of the lady guided me in designing a smaller flower dimension compared to the earrings (although this is usually the opposite), but three-dimensional, to maintain the essence of a “statement ring.” At the center, I placed five white diamonds, one for each child, and along the band, fifteen small diamonds, one for each year of marriage. A brilliant dot illuminates their initials, engraved inside the band. A ring that tells the beautiful love story of their family. It is an emotion for us as well, and we believe it will be a cherished gift and a much-loved piece of jewelry.

www.margheritaburgener.com

Made by Sardinia®

The genuine flavours of Sardinia, from the web to the table

SAR
DI Land of ancient traditions
NIA Open-air museum
Paradise of ancient flavours

Discover our full range of products

e-shop
www.madebysardinia.com

THE STORY OF A FIVE-GENERATION COMPANY DRIVEN BY A PASSION FOR INNOVATION

from Amarena to the Art of Mixology

Fabbri's journey through the world of taste

TO PROMOTE COCKTAILS MADE WITH FABBRI'S ICONIC PRODUCTS, THE "ITALIAN APERITIF WEEK BY FABBRI" WILL LAUNCH ON JUNE 12 IN 10 PRESTIGIOUS VENUES ACROSS MANHATTAN AND BROOKLYN

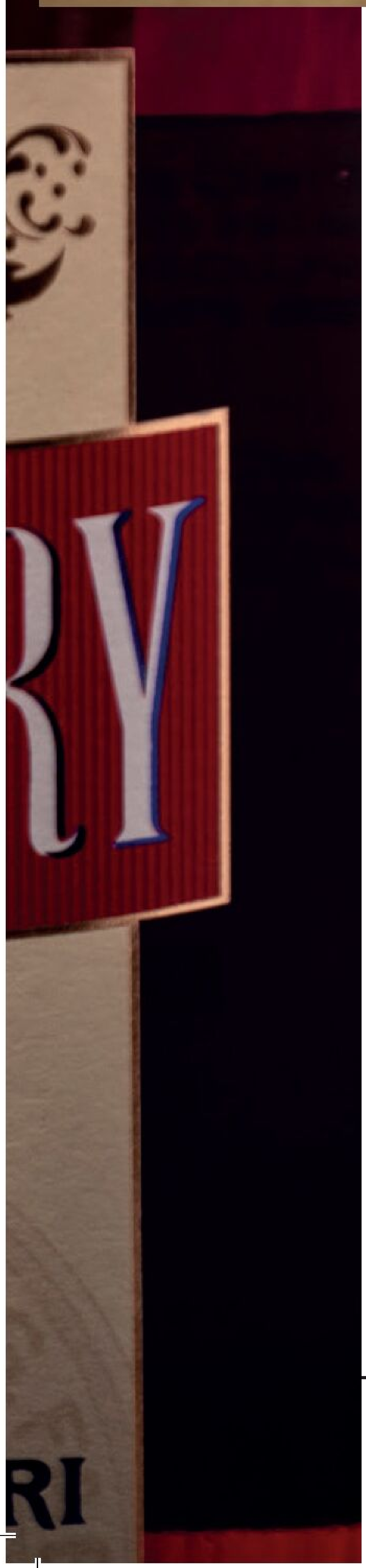
There is a flavor that has stood the test of time, a sweetness that has outlasted trends, an artistry that has transformed a simple ingredient—Amarena Fabbri—into an unforgettable experience. This is the story of Fabbri 1905, a company that has continued for five generations, driven by a passion for innovation. It's a story that began long ago, born from one man's dream, a family's passion, and the ability to pass on tradition over time. It all began over a century ago, in 1905, when Gennaro Fabbri acquired a small grocery store in Portomaggiore, near Bologna. But, as the saying goes, behind every great man there's a great

AMARENA FABBRI
FRUTTO E SCIROPPO

woman—and it was thanks to Gennaro's wife, Rachele, that the product which would make history was born: the inimitable Amarena Fabbri. She created a recipe—still top secret today—for candying wild cherries, offering the world a unique tasting experience. To thank his wife and preserve her creation, Gennaro commissioned renowned Faenza ceramist Riccardo Gatti to design a special jar inspired by Far Eastern art, with blue floral motifs on a white background. Today, that jar is not just a distinctive icon of the brand, but far more than a container: it's a declaration of love and a tribute to Italian art and beauty. Years have passed, and now the fifth generation is leading the family business. While Amarena made Fabbri famous worldwide, it's the company's ability to reinvent itself that has allowed the brand to continue its journey, branching into new markets to the point of becoming a reference in the beverage sector as well. From early syrups to the creation of innovative solutions for bartenders and mixologists, Fabbri has masterfully blended tradition and innovation, bringing its unmistakable touch of excellence to cocktail bars around the globe. Today, its products are the perfect allies for those who love to experiment in the world of mixology—take, for example, Marendry, a historic Fabbri liqueur made using the traditional family distillery recipe, or Fabbri's Gin, infused with the purest Amarena Fabbri distillate. Fabbri syrups are born from the company's century-old heritage, reinterpreted to bring flavor, creativity, and versatility to mixology. Today, the brand stands out as a premier partner for bartenders and mixologists seeking

MARENDR
1905
ALL NATURAL
WILD CHERRY APERITIF
BITTERS
AMARENA FABBRI
FABBRI 1905

1905
FABBRI
G
DRY GIN WITH
AMARENA CHERRY
AMARENA FABBRI
41% ALC/VOL
700 ml



high-quality ingredients with distinctive aromatic profiles. The range includes classic flavors such as Mint, Strawberry, and Amarena, as well as contemporary and gourmet options like Elderflower, Passion Fruit, Violet, Calamansi & Yuzu, and many others—unlocking endless creative possibilities. The growing demand for balanced lifestyles has also led to a boom in mocktails and low/no-alcohol cocktails. Fabbri syrups fit perfectly into this trend, making mocktails not just “cocktails without alcohol,” but true stars of the drink menu—turning every creation into something memorable. What makes Fabbri so special? It’s undoubtedly the ability to innovate and evolve without ever losing its artisanal soul. Each product still begins with the careful selection of raw materials and a process that honors the past while looking to the future. At Fabbri, every detail tells a story—from the designs on the iconic jar, to the care taken in selecting the cherries, from sustainability efforts to the mission of spreading the culture of taste worldwide. Today, more than a century later, Fabbri continues to write about its future with the same enthusiasm as on day one. The company’s new challenges involve sustainability, natural ingredients, and increasingly immersive experiences—not only for food lovers but also for professional bartenders and home mixology enthusiasts. Fabbri becomes the signature that transforms every drink into a work of art.

From this philosophy comes the “Italian Aperitif Week by Fabbri,” an event

launching June 12 across 10 prestigious venues in Manhattan and Brooklyn. In partnership with All About Italy, the event will also involve several Italian regions to jointly support Made in Italy excellence and promote the tradition of the Italian aperitivo.
Dr. Federico Fabbri, Export Sales Director, will also attend the opening ceremony and the press conference of the event. We caught up with him for an exclusive interview.

Dr. Fabbri, Fabbri 1905 has long been synonymous with Italian quality and excellence. How does this DNA translate into the company's commitment to mixology, first in Italy and now also in the U.S. market?
Our focus on mixology and our commitment to sustainable development in this important area of our business stems from a combination of strategic vision and consistency with the brand's natural evolution.
We've always paid great attention to the selection of raw materials: for us, each ingredient must tell an authentic sensory story and best represent Italian quality. In recent years, we've made a strong push to expand our presence in this sector internationally, introducing our range of mixology ingredients to the U.S. market, organized into three categories: garnish — such as Amarena, Strawberry, and Ginger —, syrups, and alcoholic beverages. It's a project designed to meet the real needs of those working behind the bar, without ever compromising on the style and personality of the Fabbri brand.

FRAGOLA
ZENZERO
AMARENA
GRIOTTES AU SIROP

Following the international success of the Amarena, Fabbri decided to expand its offering by introducing a range of syrups tailored for contemporary mixology. Can you tell us more about this decision and what makes these products unique?
Fabbri was born as a distillery, and attention to the quality of ingredients has always been at the heart of our work. The decision to broaden our offer with a line dedicated to contemporary mixology came from carefully listening to the market and a desire to tap into new expressions of cocktail culture, which are increasingly relevant worldwide. In this spirit, we are launching a line of syrups in the U.S., called Mixybar PLUS — an extraordinary addition to the syrup landscape, where natural quality has never been so carefully crafted. These are highly concentrated fruit syrups, perfectly fluid and made for high-quality mixology. They contain only natural flavors and colorants, no preservatives, and meet high standards thanks to an innovative thermal treatment that preserves both the nutritional value and the sensory qualities of the raw materials. Once opened, the Mixybars can be stored at room temperature and maintain their quality down to the last drop. We will launch them in the U.S. market in pouches — a packaging format developed specifically for this region. It's an innovative solution that combines quality, convenience, and sustainability, offering maximum practicality for both bartenders and home users, without sacrificing the premium identity and unmistakable style of the Fabbri brand.

In recent years, the world of mixology has seen the rise of trends such as gourmet mocktails and the arrival of the spritz in the U.S. market. How does Fabbri fit into this landscape with its low and no-alcohol solutions?
Versatility is the foundation of our offering. Our product range is designed to adapt to any type of drink: from mocktails to classic cocktails, to contemporary aperitifs. One concrete example is our Spritz program, which offers a variety of original recipes where flavor is personalized through a combination of prosecco, soda, and a Fabbri syrup. This allows us to deliver versions of the Spritz with a wide range of flavor profiles — from fruity to exotic — while maintaining the balance and freshness that make the drink so popular, especially now as it experiences a real boom in the U.S. At the same time, our products are perfect for creating gourmet mocktails, responding to the growing demand for high-quality non-alcoholic experiences that surprise with creativity and sensory complexity.

In addition to syrups and mixology ingredients, Fabbri has also introduced a line of liquors with references like Fabbri Gin and Marendry Bitter. What role do these products play in the brand's strategy and in your offer for bartenders?
Our line of liquors — including Fabbri Gin and Marendry Bitter — was created to provide bartenders with the tools they need to craft complete, high-quality drinks, from the base ingredients to the final touch. The "G" Gin, made with pure Fabbri Amarena distillate, and the Marendry Bitter, which has a distinctive amarena flavor profile, are designed to perfectly complement our syrups and Amarena, Strawberry, and Ginger garnishes, enabling sophisticated combinations that respond to new market trends. These products reinforce our commitment to becoming a go-to brand in mixology, offering premium and versatile solutions.

Despite current challenges in the U.S. market, Fabbri continues to invest in and believe in international development. What is your vision for the company's future and what does participating in New York's Aperitif Week mean for you?
Our vision for the future of Fabbri is rooted in continuous growth, innovation, and the affirmation of our brand as a symbol of excellence — both in Italy and abroad. Despite the challenges we are facing in the U.S. market, we are convinced that investing in mixology and the quality of our products represents a unique opportunity. Participating in New York's Aperitif Week is an important step for us in consolidating our position in the American market and connecting with professionals in the field. This event allows us to showcase our creative solutions, innovate, and continue to be a reference point for those seeking high-quality ingredients and contemporary mixology solutions.

FABBRI
AMARENA
FABBRI
G
DRY GIN WITH AMARENA CHERRY
AMARENA FABBRI
41% ALC/VOL
700 ml

PH CREDIT CLARA VANNUCCI

FROM WHEAT FIELDS TO WORLD CINEMA, THE FLORENTINE STRAW HAT BLENDS CRAFTSMANSHIP, ELEGANCE, AND FEMALE EMPOWERMENT

THE FLORENCE STRAW HAT

An Icon of Made in Italy

BORN IN SIGNA'S FIELDS AND SHAPED IN FLORENTINE ATELIERS, THE STRAW HAT BECAME A GLOBAL ICON OF ELEGANCE AND RESILIENCE

Florence is the cradle of Italian fashion, with roots that extend back to the Renaissance and a tradition of artisanal excellence that celebrates beauty and harmony. In the city's ateliers, the perfection of fine objects and accessories has laid the foundation for the "Made in Italy" brand, which is admired worldwide. At the beginning of the 20th century, a woman's elegance was often completed by a sophisticated hat, and this trend can be traced back to this city. Notably, Florence was the site of Italy's first fashion show, which took place in February 1951 on Via dei Serragli. This event was coordinated by Giovanni Battista Giorgini, an entrepreneur from Versilia, who promoted "Made in Italy," particularly in the United States, recognizing the potential of exports as a driving force for the burgeoning economy.

In the 19th century, Florentine accessories—especially hats—became symbols of haute couture, largely due to the significant presence of Anglo-Saxon women in Tuscany. These women, passionate about hats, greatly appreciated their exquisite craftsmanship.

The Origin of the Straw Hat in Signa

Straw remains one of the most widely used materials for hats today, but in Florence, the tradition dates back to a distant era that enriched the nearby town of Signa. From the 1700s to the 1950s, Signa—home to around 20,000 residents on the outskirts of Florence—saw its economy shaped indelibly by this craft. The railway in Signa was constructed by Leopoldo of Lorraine to encourage and facilitate the straw trade, helping to export the renowned Signa hats, also known as "Florence straw hats," around the world.

Another distinctive aspect of Signa's straw industry is that it has traditionally been a female-led economy. Many women, often from well-to-do backgrounds, worked as trecciaiole (braiders of wheat stalks). In fact, if a woman was employed in this trade, she did not need a dowry to marry. The braided straw created by the trecciaiole was shaped in Florentine ateliers, adorning the heads of royals and international jet-set stars.

The Man Who Changed the Fate of the Straw Hat

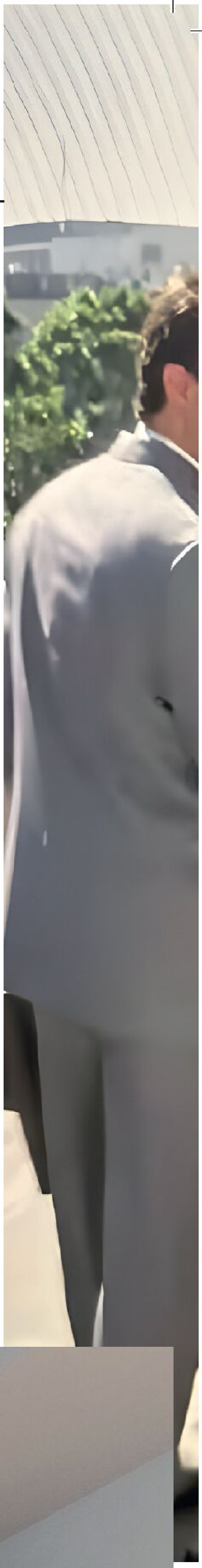
Visionary entrepreneur Domenico di Sebastiano Michelacci changed the fate of the straw hat in 1718 by deciding to cultivate wheat not for food, but for textile purposes. After conducting various experiments, he specifically cultivated wheat for hat straw and identified the grano marzuolo variety as the ideal choice. This wheat was sown densely to produce thin, flexible stalks. With the skill of local trecciaiole (braiders) and this refined new straw, Michelacci launched the production of highly sought-after hats that quickly found an international market.

The Arno River's navigability allowed for easy transportation to the port of Livorno, facilitating the export of hats to other countries. In England, the Florence straw hat became known as the "Leghorn hat," named after its port of departure. Large quantities were shipped to various destinations in Europe and the United States.

A Museum Foundation Tells Its Story

In 1997, Angelita Benelli, the granddaughter of a trecciaiola and a local scholar, founded an association in Signa, which evolved into the Museo della Paglia e dell'Intreccio (Museum of Straw and Braiding) in 2017. This museum preserves the brave history of the trecciaiole and protects the legacy of the straw hat. It is dedicated to Domenico Michelacci, the founder of the straw industry in the 18th century.

Angelita recalls the independent, strong-willed women who, in 1896, declared the first strike and took to the streets to assert their rights. After a long and prosperous period when their work was highly esteemed, they began to face pay reductions. "At that time, 80% of the population of Signa worked in this field," she explains, "and suddenly, they found themselves devalued due to increasing competition. Even then, the first braids from China were arriving."



PH CREDIT CLARA VANNUCCI

The women organized into cooperatives, although these only lasted a few years. Despite the straw hat becoming less common over time, production has continued; today, about 25 historic companies remain active in the area.

Straw remains a vital part of Signa's collective memory, and it is preserved today through the museum. There, students can take educational visits, traveling back in time to explore the history behind the construction of the railway station—built due to the wealth generated by straw—or learn how the transition to stiffer straw hats influenced the local landscape. Most importantly, the trecciaiole are remembered as timeless icons of courage.

The museum features several exhibition rooms with permanent displays and thematic exhibitions. It collects equipment, raw materials, artifacts, samples, photographs, documents, and company archives that represent the entire production chain of the straw hat. Additionally, it hosts a rich collection of braided objects from around the world.

An interweaving of skilled craftsmanship and cinematic charm

The renowned Florence straw hat took center stage in American cinema throughout the last century, solidifying its reputation as a symbol of Italian elegance and refinement worldwide. As an iconic accessory, it became closely associated with classy female characters, sunlit holiday scenes, and the notion of sophisticated lightness. Typically wide-brimmed and adorned with silk ribbons and colorful flowers, these hats are always crafted from straw.

Timeless divas like Sophia Loren, Marilyn Monroe, and Audrey Hepburn wore Florence straw hats with exquisite grace, helping to establish their images as icons of eternal style. Memorable scenes in films like "Breakfast at Tiffany's" and "Roman Holiday" feature these hats prominently. Additionally, in the cult classic "Pretty Woman", Julia Roberts's character wears a charming straw hat during one of the movie's most unforgettable scenes as she strolls confidently through the streets of Beverly Hills.

Clara Svanera

MOSCHINO
LE SILLA
PAUL & SHARK
POLO RALPH LAUREN
CASADEI
REBELQUEEN

POLO
RALPH LAUREN

Noventa di Piave
DESIGNER OUTLET

EXCLUSIVE SHOPPING MOMENTS AT MCARTHURGLEN DESIGNER OUTLET

Just thirty minutes from the magic of Venice, the elegance of Treviso, and the rolling Prosecco hills of Conegliano and Valdobbiadene (a UNESCO World Heritage Site), lies the ideal destination for shopping lovers—even while on vacation. McArthurGlen Designer Outlet Noventa di Piave is a true paradise for fashion enthusiasts, with its 170 stylish boutiques and over 200 of the most prestigious brands in luxury, lifestyle, sportswear, and home design. Here, a wide selection meets incredible value, with year-round discounts of up to 70%. Surrounded by a refined and relaxing atmosphere—with spacious walkways, fountains, and shaded green areas—visitors can fully enjoy the warmer season with friends or family while shopping top brands like Armani, Fendi, Valentino, Diesel, Furla, and Versace, just to name a few. The outlet also offers a wide range of services: free parking (complete with EV charging stations), a multilingual information and assistance desk, currency exchange and tax refund offices, complimentary Wi-Fi throughout the premises, an indoor play area for children, and acceptance of all major credit cards. Don't miss out on the exclusive "The Lounge", designed to meet the needs of guests of

TUMI
FURLA
Off-White™

all ages, or the 12 restaurants and cafés offering a gourmet selection that draws from local culinary traditions as well as international flavors—perfect for a tasty break or a moment of quick relaxation between shops. For travelers without a car, getting to the outlet is easy, thanks to a wide range of transport options including hourly shuttle buses from Venice, Mestre, and Marco Polo Airport, private van transfers, and a convenient train + bus combo from Venice-Mestre train station. So, Noventa di Piave Designer Outlet is not just about shopping—it's a layered experience built around sharing and discovery. International visitors are highly encouraged to take the opportunity to explore the wonders of the Veneto region. This land, a timeless muse for travelers, writers, and artists alike, is filled with extraordinary monuments and breathtaking scenery. Everyone knows Venice, the queen of UNESCO's seven wonders of the world, but what about Verona, home to the majestic Arena, or Padua, the city of Giotto? Then there's Vicenza, with its Palladian architecture, the charming canals of Treviso, and the lands along the Piave River, beloved by Ernest Hemingway. All of this and more lies between the blue of the Adriatic Sea and the unmistakable majesty of the Dolomites.

NOVENTA DI PIAVE DESIGNER OUTLET IS OPEN EVERY DAY FROM 10:00 A.M. TO 8:00 P.M.

DESIGNER ELEGANCE IN FORTE DEI MARMI

Two icons of Made in Italy, Gallo and Augustus Hotel & Resort, come together to write a story of timeless style

SUMMER IN FORTE DEI MARMI TASTES LIKE TIMELESS LIGHTNESS: IT'S THE QUIET SOUND OF BICYCLES GLIDING DOWN TREE-LINED AVENUES, THE INTENSE SCENT OF PITTOSPORUM ON WARM EVENINGS, THE SWEET FLAVOR OF WILD BLACKBERRIES. IT'S THE TOWN MARKET, WICKER BASKETS, WOODEN BEACH SKATES, WHISPERED KINDNESS, RESPECT, AND THOUGHTFUL GESTURES. THESE ARE THE DETAILS THAT CONTINUE TO MAKE THIS PLACE AN ENDURING SYMBOL OF ITALIAN STYLE

This year, Forte dei Marmi becomes even more extraordinary thanks to the encounter between two icons of Italian excellence: Gallo and Augustus Hotel & Resort. In the lush, discreet garden of the Augustus, beneath the date palm and amidst the rustling pines, a new project is born — one that celebrates the synergy of two like-minded visions: that of Giuseppe Colombo, the creative soul of Gallo, and architect Vittorio Maschietto, patron of the Augustus. Two worlds united by a shared devotion to essential elegance, harmony, and a love for the kind of detail that tells a story. For summer 2025, the Augustus pool has been reimagined to welcome guests into a refined embrace of asymmetric stripes and soft, sophisticated tones. Umbrellas and cushions take on a refined rope-like hue, brought to life by Gallo's iconic patterns in marine shades of green and blue. This aesthetic is not just design — it's an experience: an invitation to slow down, to observe, and to be cradled by

GALLO

beauty. Even the bar area becomes a visual narrative of this partnership, with a large feature wall decorated in the same stripes that adorn towels and furnishings. Every element becomes part of a sensory symphony, where nothing is left to chance and everything contributes to conveying the deeper meaning of an exclusive stay. This collaboration is more than a design project — it's a love letter to Forte, to its unmistakable spirit and grace. "Forte dei Marmi is my creative oasis," shares Giuseppe Colombo. "A place where time slows down, where you start listening again, where ideas are born. It's a place close to my heart — where everything takes shape." Indeed, Forte dei Marmi has never been just a destination. It's a way of living — an understated elegance. "With Gallo, we share a vision rooted in care, personality, and discreet refinement," says Giacomo Maschietto, CEO of Augustus Hotels. "And this project is its clearest expression: a sensory and emotional experience for those who seek not only luxury, but authenticity." With Gallo and Augustus, Forte dei Marmi confirms its place as an icon of a style that doesn't follow time — it sets it.

AVGVSTVS HOTELS
GALLO
GALLO

msc
Explora
JOURNEYS
SAIL UNIQUE
DESIGNED to feel like your own PRIVATE yacht
EXPLORA I

Explora Journeys is unique. Designed by super-yacht specialists, it opens up spectacular Ocean Suites, Penthouses and Residences for its guests. With nine unforgettable inclusive culinary experiences, and ocean-inspired wellness, you will travel to enriching lesser-travelled destinations in effortless European style as you discover the Ocean State of Mind.

SAIL UNIQUE AT EXPLORAJOURNEYS.COM
CONTACT YOUR PREFERRED TRAVEL ADVISOR OR CALL 800 973 726

PROSECCO DOC & U.S.

the sharing Italian Way of living

P

Few wine categories have captured the imagination of American consumers like Prosecco DOC. With its delicate bubbles, crisp freshness, and easy charm, it has become synonymous with casual sophistication and celebratory moments—both everyday and extraordinary. But beyond the sparkle lies a compelling success story of growth, innovation, and cultural connection.

In 2024, Prosecco DOC solidified its place as the leading Italian wine import in the United States, with more than 9.8 million 9-liter cases shipped through October alone—a 17% increase over 2023. The U.S. remains the single largest export market for the denomination, accounting for 23% of global exports, and there are no signs of slowing down. With 660 million bottles produced worldwide, the denomination now represents nearly a quarter of Italy's total PDO wine production and commands an estimated market value of €3.6 billion.

Prosecco DOC's rise in the U.S. isn't just about numbers—it's about timing, style, and a shift in the way Americans drink. As consumers increasingly embrace sparkling wine as a year-round choice rather than a special-occasion treat, Prosecco DOC has positioned itself as the go-to option: premium yet approachable, festive but versatile, and unmistakably Italian. It's equally at home on brunch tables in Brooklyn, poolside in Palm Springs, or paired with pizza in Chicago.

At the heart of this international phenomenon is the Prosecco DOC designation, which ensures both authenticity and quality. Established in 2009, the Consorzio di Tutela del Prosecco DOC oversees production in a unique zone that spans the Veneto and Friuli Venezia Giulia regions in northeastern Italy. Here, between the Dolomites and the Adriatic Sea, the native Glera grape flourishes in ideal conditions—yielding wines known for their floral aromatics, orchard fruit notes, and crisp, lively palates.

Prosecco DOC is vinified using the Martinotti-Charmat method, which

preserves the wine's freshness through secondary fermentation in pressurized stainless steel tanks. The result is a consistently bright, aromatic wine with fine perlage and moderate alcohol—qualities that have proven immensely appealing to today's consumers.

The success of Prosecco DOC Rosé—introduced in 2020—is further testament to the denomination's adaptability. In 2024, over 60 million bottles of Prosecco DOC Rosé were sold worldwide, marking a 20% increase from the previous year and confirming early growth projections. With its pale blush hue and vibrant character, the Rosé has quickly become a staple in the U.S. sparkling category.

In many ways, Prosecco DOC's popularity in the United States reflects a deeper cultural affinity. Americans have long been enchanted by the Italian way of life—its cuisine, conviviality, and effortless elegance—and Prosecco DOC delivers that sensibility in every glass. It's a wine of celebration, yes, but also of everyday joy and connection. Whether enjoyed solo, with friends, or in a cocktail, Prosecco DOC invites people to slow down, share, and savor the moment.

Recognizing this resonance, the Consorzio di Tutela del Prosecco DOC has invested in long-term market-building strategies in the U.S. through education, events, and trade partnerships. At the forefront of these efforts is National Prosecco Week (NPW)—the Consortium's largest and most dynamic annual activation.

Launched in 2018, National Prosecco Week has evolved from a niche trade event into a nationwide celebration that reaches both the wine trade and everyday consumers. Returning for its eighth edition from June 2–8, 2025, NPW brings the world of Prosecco DOC to life across the U.S. through restaurant promotions, retailer partnerships, media engagement, and curated experiences. Under the banner "Share the Italian Way of Living," this year's campaign celebrates Prosecco DOC's convivial spirit and enduring appeal. Over 2,000

@PROSECCODOC
EVENTO
EVENTO

restaurants and retailers across more than 30 states will offer special pours, tastings, and educational touchpoints to deepen consumer understanding of the denomination and its terroir.

The Prosecco DOC Roadshow returns with immersive trade events in San Francisco, Chicago, Raleigh, and Washington, D.C., featuring the 2023 and 2024 vintages, a range of Prosecco styles, and guided tastings led by Masters of Wine and Master Sommeliers.

In New York City, a lifestyle-driven event in partnership with Jermaine Stone's Cru Luv Selections will feature a hip-hop and wine seminar, hands-on pasta-making, and a dinner by Chef Andrea Belfiore at Evento.

The Prosecco DOC Cocktail Competition, created with the United States Bartenders' Guild, invites mixologists nationwide to craft original cocktails, with finalists competing for the title in Las Vegas on June 2.

Dr. Hoby Wedler also returns with his acclaimed "Tasting in the Dark" series—blindfolded, multi-sensory Prosecco tastings hosted in New York (June 2) and Aspen (June 19), offering an immersive exploration of aroma, texture, and flavor memory using a custom Emotitech kit.

The campaign concludes at the Aspen Food

PROSECCO DOC

& Wine Classic (June 20–22), marking the Consortium's debut in the luxury lifestyle space. New in 2025, a partnership with Cork Collective introduces cork recycling bins at NPW events nationwide, reinforcing Prosecco DOC's growing commitment to sustainability, circularity, and conscious enjoyment.

As consumer preferences evolve, Prosecco DOC continues to stay ahead of the curve—offering authenticity, quality, and that unmistakable Italian joie de vivre. With initiatives like National Prosecco Week, the Consortium ensures the bubbles don't just rise in the glass—they rise across the market. So this June, whether in a tulip glass, a coupe, or a cocktail, make it Prosecco DOC—and share it the Italian way.

Find out more in www.nationalproseccoweek.com

PROSECCO DOC
ITALIAN GENIO

CAMPAIGN FINANCED ACCORDING TO EU REG. NO. 2021/2115

MINISTRY OF AGRICULTURE, FOOD SOVEREIGNTY AND FORESTS

Intimate elegance and refined services:

HOTEL PAZZIELLA CAPRI

a hidden gem in the heart of Capri

A HIDDEN RETREAT IN THE HEART OF CAPRI, WHERE LUXURY MEETS NATURE AND EVERY DETAIL REFLECTS THE ISLAND'S ARTISANAL HERITAGE

Intimate and refined atmospheres, authentic and elegant services tailored to the needs of an international clientele seeking a truly exclusive stay—marked by privacy and relaxation—just steps away from Capri's iconic Piazzetta. Nestled within a lush Mediterranean garden is Pazziella Garden & Suites, one of the island's oldest and most unexpected hotels. Originally built in the early 1900s as a private villa and transformed into a hotel in the 1950s, the property has been fully renovated by the Salvatore Naldi Group, the hospitality group behind the Renaissance Naples Hotel Mediterraneo and the Rome Marriott Grand Hotel Flora. Today, it stands as an elegant estate of 25 ultra-luxurious suites.

THE PROPERTY

The hotel has been entirely redesigned by the interior design team at Salvatore Naldi Group, led by owner Teresa Coscia Naldi in collaboration with architect Rosanna Coscia. Together, they worked with renowned Italian and local artisans to infuse each space with a true Caprese style—featuring hand-painted tiles, parquet floors, travertine stone, antique furniture, custom site-specific design elements, luxurious textiles, and contemporary accessories. Each of the uniquely decorated suites is located within two charming villas surrounded by greenery. Private pools, sea-view balconies and terraces offering exclusive glimpses of the island, along with dedicated spaces for relaxation and serenity, are just some of the features that distinguish the suites.

THE SPACES

From the stone pool set between a majestic magnolia tree and the citrus notes of the garden, to the modern fitness area, the lush seating corners with tables immersed in vegetation, the all-day lounge bar, and the intimate reception area—Pazziella offers a boutique hotel experience for those who wish to enjoy the magic of Capri in an oasis of tranquility while staying right in the heart of the island's charming town center.

DINING

Pazziella presents a bold and forward-thinking culinary offering, deeply rooted in the rediscovery and enhancement of local identity with creative "incursions," thanks to Campanella by Quattro Passi, a restaurant open to both guests and outside visitors. This innovative venture was born from the synergy between entrepreneur **Francesco Naldi**, CEO of Pazziella and always open to new and exciting challenges, and **Fabrizio Mellino** of the Quattro Passi restaurant in Nerano, a chef awarded three Michelin stars and renowned on the international scene. Both young and already successfully managing their respective family enterprises—Naldi in hospitality and Mellino in fine dining—the pair saw in the restaurant at Pazziella the ideal space to express a cuisine of territory, tradition, memory, research, and vision for the future.

MSC

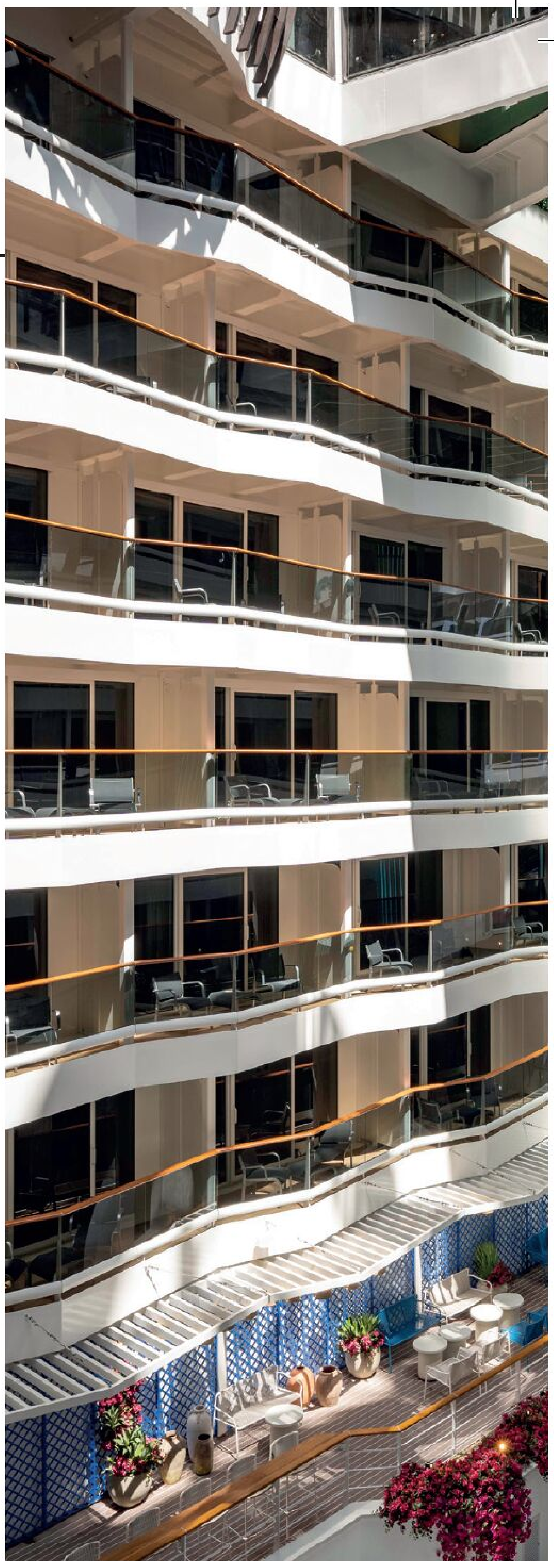
THE NEW FACE OF MIAMI WITH MSC CRUISES

A STORY OF EXPANSION AND CONSOLIDATION IN THE BEATING HEART OF THE AMERICAN MARKET

The latest addition is MSC World America, a next-generation ship designed exclusively for the U.S. market

THE NEW CRUISE TERMINAL IN MIAMI HAS ALSO BEEN INAUGURATED, BUILT IN COLLABORATION WITH FINCANTIERI

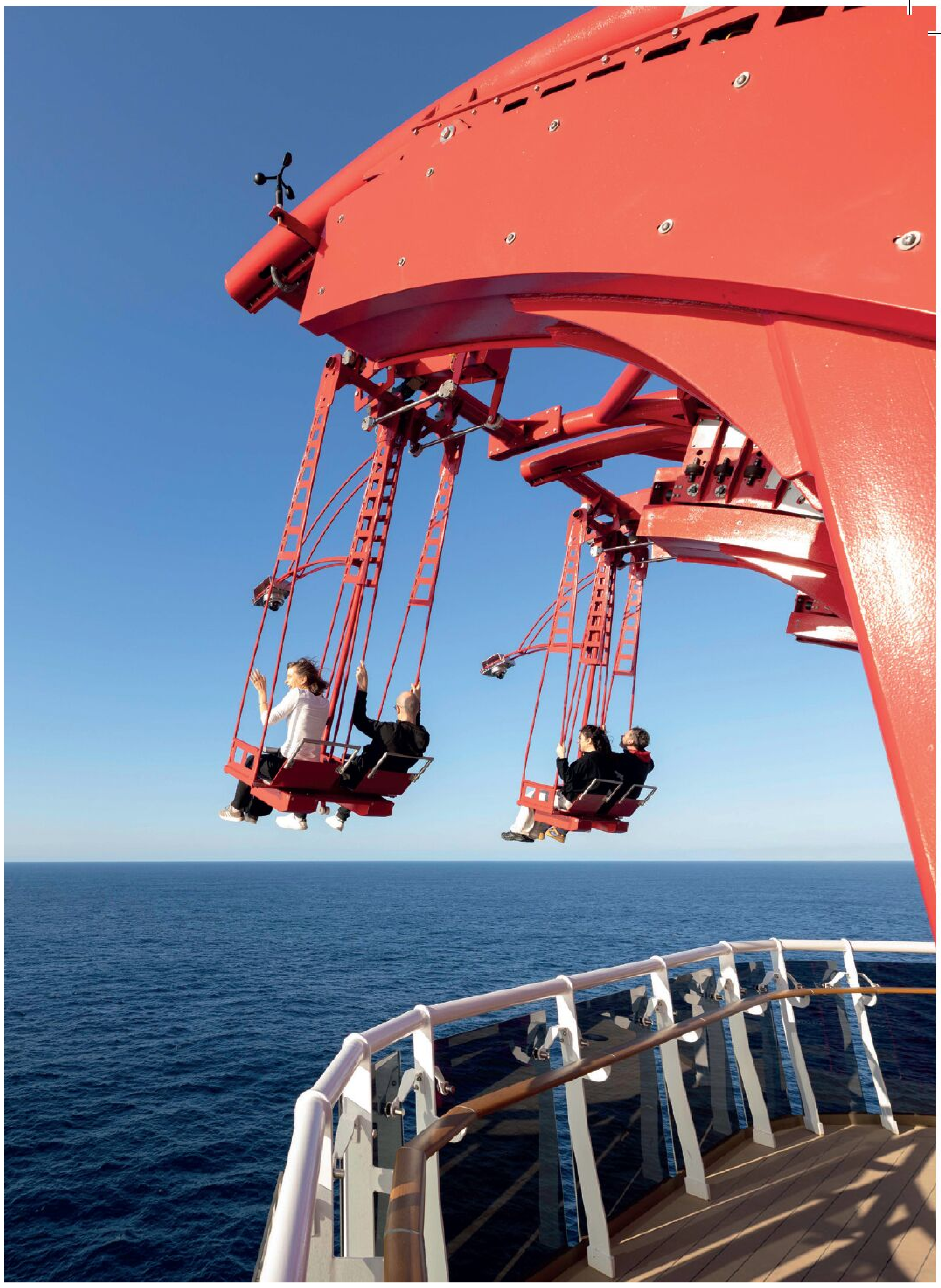
The sea, with its endless vastness and mysterious allure, has always symbolized discovery, adventure, and freedom. A sea voyage invites you to explore new horizons, immerse yourself in unfamiliar landscapes, and experience moments only the ocean can offer. Today more than ever, sailing is an opportunity to see the world in a new and exclusive way. It's a chance to visit paradise islands, iconic cities, and hidden corners of the planet. With this spirit, MSC Cruises is expanding and solidifying its presence in the heart of the American market. This story is one of strategic investments, innovation, and a commitment to offering unique experiences. As Leonardo Massa, Managing Director for MSC Cruises Italy and Explora Journeys, explained, "MSC Cruises has been on an ambitious path of growth and consolidation in the U.S. market for several years. We've invested in infrastructure, new destinations, and targeted communication to strengthen our presence in the United States." One of the most significant investments



has been the development of Ocean Cay MSC Marine Reserve. This private island in the Bahamas, just 64 miles from Miami, was created to offer guests a fully immersive experience and reflects MSC's dedication to exclusive and sustainable destinations. At the same time, MSC has launched high-profile marketing efforts, such as its commercial during the Super Bowl this past February. The ad promoted MSC World America and featured global stars Drew Barrymore and Orlando Bloom, reinforcing the brand's identity in the U.S. market. This marks the first time MSC has used celebrity spokespeople in the U.S. "We don't usually use testimonials," said Massa. "But we are building this step by step. Drew Barrymore has been the godmother of MSC World America and present at the christening. For now, that's as far as the collaboration goes."

April has also been a milestone month for MSC in terms of investment. "We had two key dates on the calendar," said Massa. "The first was the opening of our new cruise terminal in Miami, built in collaboration with Fincantieri. It's the largest cruise terminal in the world, capable of handling up to 36,000 guests per day. It has transformed the city's skyline and introduced cutting-edge environmental technologies. The second key moment was April 9th, the christening of MSC World America, our new flagship designed exclusively for the U.S. market. The ship now offers weekly cruises from Miami, expanding our itineraries for North American guests." Looking ahead, MSC's plans continue. In 2026, two strategic destinations will be added to support the company's expansion in the U.S.: a new operational base in Alaska, which will allow for cruises among North America's glaciers, and a new departure port in Galveston, Texas, extending MSC's reach along the southern U.S. coast. These moves confirm MSC Cruises' commitment to the American market with a clear, ambitious strategy that combines infrastructure, destinations, and media presence to strengthen its position as a global leader in the cruise industry. We asked Leonardo Massa what iconic aspects of "Made in Italy" can be found on board MSC World America. "There are three main areas," he said. "First is food—during a weeklong vacation, food is essential, and of course, we highlight Italian culinary traditions. Second is fashion and design—our ship interiors reflect Italian style through the materials, layout, and overall aesthetic. Lastly, and most importantly, is

Leonardo Massa



our timeless culture of Italian hospitality, which ties everything together." We aim to offer our guests an experience deeply rooted in our culture of hospitality. This is reflected in everything—from the design of the cabins and the choice of materials to the menus in the restaurants and the onboard entertainment.

> "THE ICONIC ELEMENTS OF MADE IN ITALY AT MSC CAN BE GROUPED INTO THREE MAIN AREAS: FOOD, DESIGN, AND HOSPITALITY."

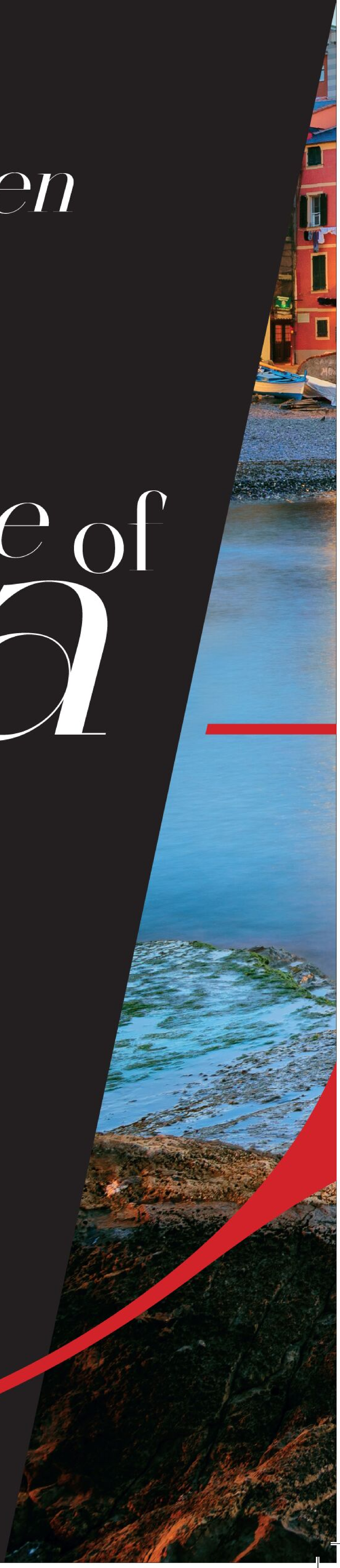
This Italian identity is what sets us apart and is expressed across three key areas: food, design, and hospitality. Every MSC ship also features the MSC Yacht Club, a concept and product that has existed since December 2008. It's essentially a "ship within a ship"—a premium offering with a private concierge and dedicated guest services. The Yacht Club has been extremely successful in the premium segment and laid the foundation for the company's entry into the luxury travel space. Not only measured against the luxury cruise, it represents a broader move toward the idea of the luxury vacation. From this vision and the success of the premium product over the past 15 years came the launch of the new brand: Explora Journeys. "The goal isn't just to offer cruises," explained Massa, "but to create experiences centered on discovery, innovation, knowledge, and luxury. Explora Journeys positions itself firmly within the global luxury segment." When we asked what guests are looking for in a cruise vacation today, Massa didn't hesitate: "A lot of different things. There's no such thing as 'the guest'—there are millions of guests with millions of expectations. One of the strengths of this industry is being able to meet many different needs, even within the same ship." Vacationers today are very different from those 50 years ago, especially in terms of what they're looking for. "The experiential aspect is now essential," he said. "There's a whole world connected to wellness and mental and physical well-being—ranging from food to fitness to relaxation. Today's major travel trends are much more focused on meaningful experiences and much less on taking photos just to post online. People are searching for quality leisure time, connected to personal wellness. That's what we strive to offer at MSC."

Sara Moretti

Italy’s hidden gem revealed:

The *Renaissance* of Genoa

NAMED AMONG LONELY PLANET’S BEST IN TRAVEL 2025, GENOA IS STEPPING INTO THE GLOBAL SPOTLIGHT. A PERFECT BLEND OF HERITAGE, INNOVATION, AND ITALIAN SOUL, THE CITY IS REDEFINING AUTHENTIC TRAVEL



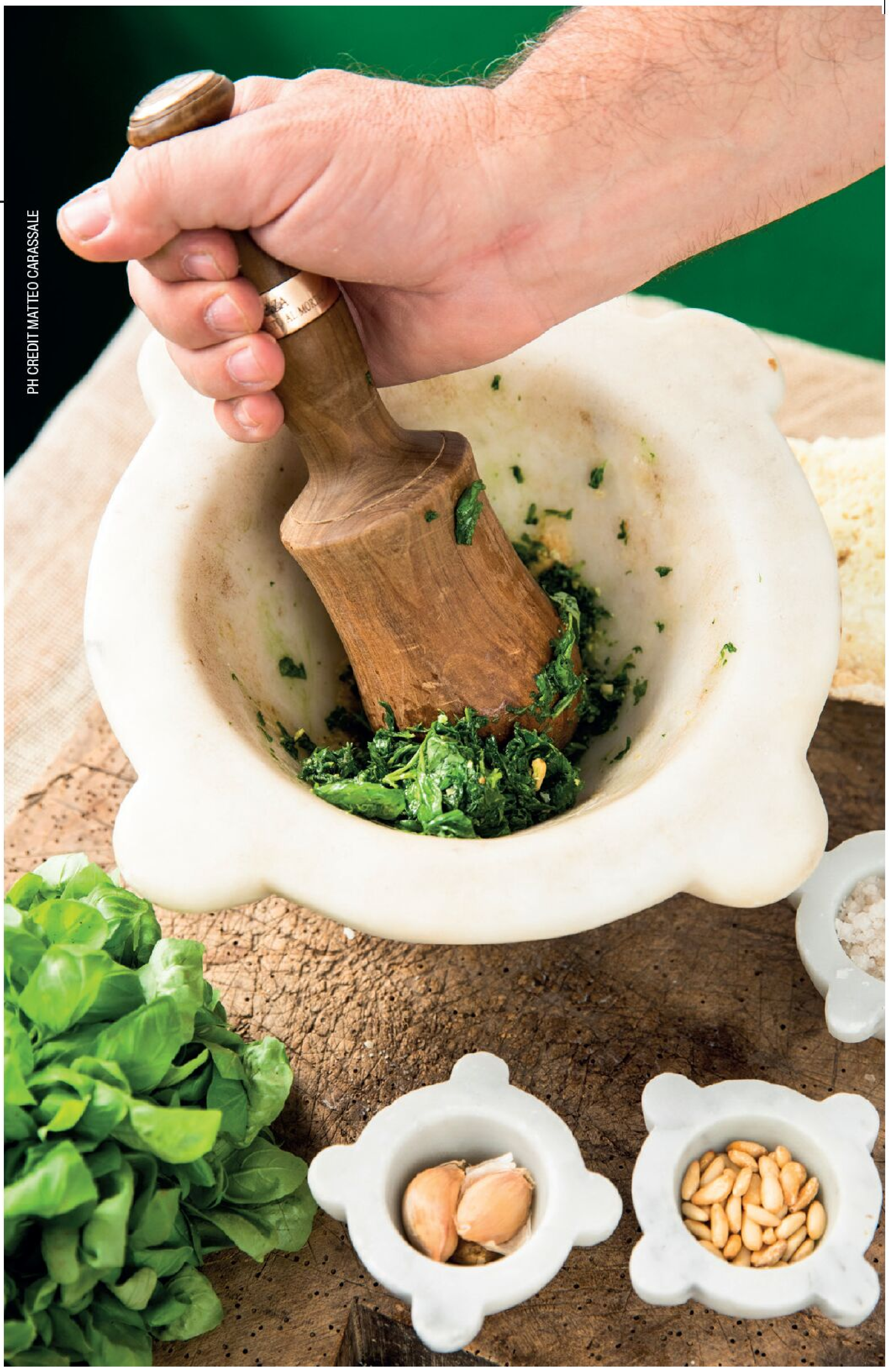
TOP CITY
lonely planet
Best in Travel
2025
GENOA, ITALY

There are cities that whisper their charm, and others that shout it from their hilltops. Genoa in Italy's does both and now, finally, the world is listening. Recently crowned by Lonely Planet as the only Italian destination on its "Best in Travel 2025" list, Genoa is stepping out from the shadows of Italy's tourist heavyweights and into the global spotlight. Not as a hidden gem, but as a cultural lighthouse for the curious traveler. Perched between the turquoise Ligurian Sea and the rugged Apennines, Genoa is not just a city, it's a sensation. An ancient maritime republic that once commanded Mediterranean trade routes. Today, that same spirit of ambition and elegance flows through its narrow caruggi and Baroque piazzas, in its palazzi and historic shops, that are one of the most captivating features of the historic centre in Genoa. Here, you can find tripperie (tripe shops) with marble walls and large copper pots, confectionery stores with wooden panelling, glass display cases and drawers filled with candied violets. The enticing aroma of focaccia wafts through the bakeries, while the wine shops offer an impressive selection from small producers alongside a range of historic bitters. Food often makes for one of the most cherished souvenirs and serves as a rich narrative of the city's history. What makes Genoa truly extraordinary is its authenticity? A year-round tourism offering capable of combining tradition, nature, and innovation, all season. While other cities perfect their beauty for the camera lens, Genoa stays true to its roots raw, refined, resilient. This is a city of contrasts: noble yet gritty, historic yet innovative, intimate yet cosmopolitan. At the heart of its rebirth is a renewed cultural identity that blends the old with the new. The Palazzi dei Rolli, once noble residences and now UNESCO World Heritage Sites, form the backdrop to contemporary art exhibitions and immersive events, like "Rolli Days" - three weekends a year, in which the remarkable Heritage of the Rolli comes alive for the public - and "Rolli Experience for Tourism" – some weekends which offer special packages featuring overnight stays, guided tours, tastings, and a Renaissance-themed dinner. The city's famed opera house, Teatro Carlo Felice, thrives with a new generation of performers. Former shipyards have morphed into design hubs and creative spaces. As the Financial Times noted, Genoa has "a beauty that's quieter than Venice, but no less poetic." But Genoa's renaissance isn't confined to its museums and monuments. It pulses in its cuisine, in the daily rhythm of locals sipping aperitivo by the harbor, in

© COURTESY MARCO POLO

PH CREDIT MATTEO CARASSALE

the chatter of fishermen village along the Promenade such as Boccadasse, Nervi, Vernazzola, Pegli, and at the MOG – Mercato Orientale Genovese, historical market in heart of the city. The cuisine relies on products sourced from the forest, the vegetable gardens, and the sea. One of the most iconic dishes is “focaccia”, often considered the ‘queen’ of the table. With just a few key ingredients, especially the region’s prized extra virgin olive oil, this dish exemplifies the possibility of culinary miracles. The local menus feature fresh vegetables, blue fish, fresh pasta, and slow cooking techniques, offering a contemporary dining experience that stays true to its roots. Genoa is also becoming a gateway to sustainable and slow tourism. The city’s walkable historic center (the largest in Europe) is being revitalized through public and private investment, connecting centuries-old buildings with contemporary urban planning. The new project of Genova Outdoor has been developed with the aim of making Genoa a European capital of eco-sustainable tourism, an opportunity for economic growth. It includes 26 itineraries, each of them equipped with safety information, GPS track and scale map, all reachable and usable by public transport and smart mobility to propose a model of cultural, sustainable and eco-compatible tourism. Genova is hosting the regional forum for sustainable development this year, aiming to bring young people into the mix of change for sustainability. The city’s evolution is reflected in its hospitality too. Boutique hotels have opened in noble palaces, mixing ancient frescoes with minimalist design. Concept stores offer Ligurian excellence: from handmade textiles to artisanal perfumery. Genoa is cultivating a new luxury: not ostentation, but authenticity. Not perfection, but personality. With its walkable city center, mild Mediterranean climate, and slower rhythm of life, the city invites tourists to embrace a lifestyle rooted in wellbeing. Here, wellness is a way of living: fresh local food, sea air, green hills, and an ever-present connection to nature and history. Whether you're sipping a cappuccino in a sunny piazza, hiking to the Forts above the city, or enjoying the serenity of the Ligurian coastline, Genoa embodies the Italian art of living well-quietly luxurious, deeply authentic, and profoundly rejuvenating.



PH CREDIT MATTEO CARASSALE

PH CREDIT C.FANNI

COOKING STAR
Kesté
PIZZA
GO
ROBERTO CAPORUSCIO

ROBERTO CAPORUSCIO

The master of neapolitan pizza in the heart of Wall Street

From mozzarella producer in the fertile province of Latina to iconic ambassador of Neapolitan pizza in the United States, Roberto Caporuscio's story is one of passion, talent, and Italian entrepreneurial spirit conquering America. Originally from Pontinia, Caporuscio dramatically transformed his life at 38 after his dairy business faced severe financial challenges. He chose to dedicate himself to mastering the art of pizza-making and moved to Naples to pursue this goal.

In 1999, he travelled to the United States to learn English and fell in love with the country. He eventually opened two pizzerias in Pittsburgh and another in New Jersey. In 2009, he launched the now-famous Kesté Pizza & Vino on Bleecker Street in New York City. Three months after its opening, New York Magazine named it the "Best Neapolitan Pizza." The New York Times also praised his version of the traditional Focaccia di Recco, hailing it as an outstanding example of Italian culinary excellence in the Big Apple.

The success of Kesté inspired Roberto to expand further, leading to the milestone opening of his Fulton Street pizzeria in the heart of Wall Street. This venue is more than a restaurant—it is a training hub for professional and aspiring pizzaiolos, reinforcing Caporuscio's commitment to preserving and spreading the authentic Neapolitan pizza tradition.

Over time, Kesté has become one of the most popular destinations for gluten-free pizza lovers in New York, thanks to its rigorous attention to quality and dietary needs. The restaurant offers an extensive gluten-free menu, including its most famous pizza, the Sabrina—a New York best-seller topped with four cheeses, Golfetta salami, and truffle—which is also available in a gluten-free version.

The menu at Kesté strictly adheres to Italian authenticity. It features top-tier ingredients imported directly from Italy, such as Caputo flour and tomatoes from the Agro Nocerino-Sarnese region. Fan-favourite pizzas include the Margherita, Diavola, and Sabrina.

In addition to pizza, the menu offers signature dishes like fried pizza (pizza fritta), montanare (fried dough topped with tomato and cheese), frittatine di pasta (fried pasta bites), and a curated selection of desserts inspired by traditional family recipes.

During the pandemic, Roberto successfully launched Kesté Pizza Go, an innovative service delivering wood-fired, frozen pizzas across the U.S. This initiative quickly grew to account for 30% of the business's overall revenue.

In 2025, Kesté earned the prestigious "Due Spicchi" (Two Slices) award from the Gambero Rosso guide, cementing its place among the top 50 pizzerias in the world.

His daughter Giorgia Caporuscio is following in his footsteps, emerging as a successful international pizzaiola. Giorgia won the renowned Caputo Cup in 2013, and in 2024 she was named "Pizza Maker of the Year" by 50 Top Pizza USA. She is also an ambassador of the "Women in Pizza" movement, which promotes gender equality in the industry.

Together, the Caporuscio family continues to represent and champion true Neapolitan pizza, keeping Italian culinary tradition alive in the financial and cultural heart of the United States.

Ve
Reso

Overlooking the unspoiled coastline of southwestern Sicily, Verdura Resort is an elegant retreat immersed in a landscape of rare beauty—a perfect harmony of sea, nature, and contemporary architecture. Surrounded by olive groves, citrus orchards, and an infinite blue horizon, it is the ideal place for those seeking to recharge and rediscover balance, in an exclusive setting deeply rooted in the authenticity of the territory.

Its structures have been designed to blend into the landscape, offering guests wide open spaces, peace, and privacy. The golf courses, designed by Kyle Phillips, stretch spectacularly along the coast, with fairways that literally plunge into the sea, providing one of the most iconic golfing experiences in the Mediterranean.

The heart of wellbeing at Verdura is the 4,000-square-metre Spa & Wellness area—a sanctuary of peace where nature meets innovation. Here, the outdoor thalassotherapy pools, filled with heated seawater, create a regenerating path between soothing panoramas and holistic treatments inspired by the Rocco Forte philosophy. The resort also features pools for both adults and children, perfectly integrated into the surroundings and designed to offer comfort and relaxation for the entire family.

The culinary offering is a journey through the flavours of Sicily and beyond. At Liolà, an authentic trattoria overlooking the sea, guests can breathe in the atmosphere of a traditional Sicilian home: wood-fired pizzas, caponata, arancini, and flavours that tell

rdura ort in Sicily

Natural Beauty, Wellbeing, and Mediterranean Authenticity

the story of the island with simplicity and elegance.
At Osteria, chef Fulvio Pierangelini celebrates Italian cuisine with dishes that elevate ingredients from the organic garden and the most genuine local products. For those seeking international influences, the Zagara restaurant offers a refined fine dining menu, while at Nagori, Japanese tradition meets Sicilian excellence in a surprising gastronomic dialogue—featuring Mazara red prawns, wasabi, and premium ingredients.

The resort also offers a lively evening scene: from the carefully crafted cocktails at Scirocco Bar to the charm of the Sunset Bar, framed by an ancient tower and breathtaking sunsets over the sea.

Verdura Resort is also a perfect destination for families. A rich program of activities engages children and teenagers, including cooking classes, sports, nature adventures, and even DJ lessons for teens. Verdùland, a tailor-made mini club, provides safe and stimulating spaces where the little ones can have fun while parents unwind.

Every stay at Verdura is an experience designed to reconnect body and mind, blending genuine hospitality, sustainable luxury, and the unmistakable scent of Sicily. More than just a holiday, it's an invitation to slow down, to breathe deeply, and to be inspired by the gentle power of nature.

CASTELLO DI
CORBARA

Twenty-five hundred acres in a glass

www.castellodicorbara.it

CASTELLO DI
CORBARA

neos
BOEING 787-9
EW

NEO

Flying beyond every Expectation

Neos brings the elegance and quality of Italian style to the skies. Part of the Alpitour World, the airline stands out for its ability to combine technological innovation, customer care, and high-level services, turning every journey into an authentic experience. From the warm smiles of the cabin crew to the excellence of the cuisine and meticulous attention to detail, every Neos flight is infused with a welcoming atmosphere, defined by style and hospitality. On board, modernity and comfort go hand in hand to ensure safety, entertainment, and relaxation for all passengers. On long-haul routes, Neos operates the Boeing 787-9 Dreamliner: 355 seats, panoramic windows with adjustable brightness, ergonomic leather seats, Wi-Fi, and on-demand entertainment for a cutting-edge flying experience. The service is designed to satisfy every type of traveler. In Premium Class, passengers enjoy exclusive perks such as dedicated check-in, fast track, lounge access, welcome drink, amenity kit, more spacious seats, and gourmet menus. Even in Economy Class, every detail is carefully considered, drawing inspiration from the finest Italian hospitality tradition. Today, the Neos network covers over 60 destinations worldwide—and continues to grow. Following the debut of the direct Milan–New York route in 2021, now operating four times a week, summer 2024 marked the launch of the Palermo–New York JFK service, flown twice weekly. Starting June 3, 2025, the new Bari–New York JFK route will also be available. With daily flights from Italy to the Big Apple, Neos is strengthening its presence on transatlantic routes, asserting itself as a leading player in Italian long-haul travel.

CESARINI, TRENORD: "THE TRAIN ADDS VALUE TO THE TERRITORY: OUR ITINERARIES TAKE TRAVELERS TO THE MOST POPULAR DESTINATIONS, BUT ALSO TO THE REGION'S HIDDEN GEMS."

LAKE COMO

on the Way *to* Wonder

DON'T MISS THE UPCOMING JOURNEYS WHERE PASSENGERS WILL TRAVEL FROM MILAN TO COMO LAGO ABOARD VINTAGE CARRIAGES WITH VELVET SEATS AND WOODEN INTERIORS, BROUGHT TO LIFE WITH COSTUMED PERFORMANCES AND TRAVELING THEATRE MOMENTS

There's an Italy that reveals itself far from the crowded routes, where time seems to slow down and the landscape speaks in whispers. Lake Como is one of those places where beauty needs no explanation: just a glance at the water reflecting the mountains, or a quiet walk through timeless villages, and it becomes clear that everything here revolves around one precious idea — harmony. With the arrival of the warm season, rediscovering this corner of Lombardy becomes easier thanks to a Trenord initiative that encourages slow and mindful travel. It's called "Gite in treno" — train trips paired with immersive local experiences. These itineraries are designed to highlight nature, culture, and accessibility. Among the most evocative offerings is the Tour of the First Basin of Lake Como, which lets you travel by train from any station in Lombardy to Como, and from there take a boat to explore Cernobbio, Moltrasio, Blevio, and Torno. For under €20, you can enjoy a day filled with elegant views, historic villas, and a serene atmosphere. For those who want to visit one of the lake's iconic spots, the Bellagio Tour offers the chance to sail from Como to the famed town, with stops in Tremezzo and Villa Carlotta along the way. It's all covered by a single ticket, including the train journey from anywhere in Lombardy — perfect for families. For lovers of scenic hikes, "Il Viandante sul lago" offers a blend of boating and trekking along the historic Sentiero del Viandante trail between Lecco and Colico — a path through authentic villages and stunning natural vistas. New in 2025 is the timeless charm of the historic train: a series of events aboard vintage carriages with velvet seats and wooden interiors, brought to life with actors in period costume and live theatrical performances.

“Gite in treno” is also a cultural and territorial enhancement project. Leonardo Cesarini, Trenord’s Chief Commercial Officer, explains: “On weekends and during the summer months, our trains are increasingly used by leisure travelers. Our ‘Gite in treno’ offerings aim to grow this even further, creating more sustainable tourism. The train adds value to the region: our routes take travelers to the most in-demand spots as well as to hidden treasures.” This is a philosophy that goes beyond transport: the train becomes a bridge between people and places — a way to experience Italy’s beauty authentically and responsibly. In an era where everything is just a click away but increasingly fleeting, Lake Como reminds us that true luxury lies in taking your time. And perhaps, now more than ever, what we really need is a one-way ticket to wonder — just a short ride from the rush of Milan.

Leonardo Cesarini

Holidays *in Italy*

The joy of traveling without worries

refund
SIM cards
change
tax re
tourist SIM
2€
di commissione
Western Union
Fast
Global
Secure
Reliable

The long-awaited moment has finally arrived: you've just booked your flight to Italy. Your mind races ahead: days spent strolling the canals of Venice, wandering through Tuscan vineyards, lounging on the beaches of Capri, or exploring the lively streets of Rome await. Dreams have guided every detail of the planning process — hotels, itineraries, restaurants — all perfectly scheduled. But there's one aspect that often goes overlooked: currency exchange. And yet, this is exactly where the travel experience can begin — even before packing your suitcase. Seasoned travelers know it well: exchanging money abroad can be expensive, and sometimes even complicated. Unexpected fees, unclear rates, long waits. In Italy, for over 30 years, there has been one company changing the rules of the game: Maccorp Italiana, recently acquired by Western Union, the global leader in money transfer services. Maccorp Italiana uses the Forexchange brand for its online services, offering the ability to reserve the currency you need quickly, securely, and — above all — with no commission fees. A real advantage that lets you start your vacation with the peace of mind that comes from having truly thought of everything. What truly sets www.forexchange.it apart isn't just the savings. Maccorp Italiana, under the "Change–Western Union" logo, has nearly 80 physical locations across Italy — in

Change
change
tax refund
Western Union

major airports, train stations, outlets, and historic city centers. Landing at Malpensa? Catching a train from Milano Centrale? Or simply soaking in the vibrant streets of Florence or Naples? Wherever you are, there's a Change–Western Union office ready to welcome you. That translates into a major benefit: a real, trustworthy point of reference for the duration of your stay in Italy. Maccorp Italiana's services go well beyond currency exchange. The company's goal is to accompany travelers through every stage of their journey. Need a train ticket? Looking to book a shuttle, rent a car, or buy a SIM card to stay connected? Want to explore the city with a multilingual audio guide? All of this — and more — is available at Change–Western Union locations. A true travel station designed around the tourist, where every need is met. Another key strength of the service is its transparency and security: when reserving your desired currency, you don't need to provide sensitive data or a credit card. The process is simple: just visit www.forexchange.it, choose the branch where you want to collect your money, lock in the exchange rate, and pay when you pick it up. And if you end your trip with leftover cash, you can take advantage of the FX BuyBack option, which lets you return the currency to any Change–Western Union office and convert it back — again, with no commission fees. The real luxury while traveling is not having to deal with what you'd rather avoid. www.forexchange.it makes that possible, thanks to over 30 years of experience managing currency exchange bookings with efficiency and ease. After all, every journey begins with a small detail.

THE PERFECT BLEND
OF SPEED, INNOVATION, AND
SOPHISTICATED DESIGN

Tailor-Made Luxury

CUTTING-EDGE TECHNICAL
AND STYLISTIC SOLUTIONS
DESIGNED TO MEET THE NEEDS
OF INCREASINGLY DISCERNING
AND REFINED YACHT OWNERS

B YACHTS

Exceeding 50 knots at sea is something one doesn't easily forget. Even for those unfamiliar with the world of boating, nearing 100 km/h on water sparks intense emotions—a mix of adrenaline and awe that only a few yachts, especially in the superyacht category, can deliver. AB Yachts, a historic brand now part of the Next Yacht Group alongside Maiora, has been building yachts and superyachts capable of these kinds of performances for over thirty years, establishing itself as a benchmark in the luxury boating sector. Its models, equipped with waterjet propulsion systems, combine speed, sophisticated design, and innovative technologies. With the launch of the **AB110**, the shipyard opens a new chapter that fully embodies its sporty soul, offering cutting-edge technical and design solutions tailored to meet the expectations of a more demanding and refined clientele.

WITH THE LAUNCH OF THE AB110, AB YACHTS OPENS A NEW CHAPTER THAT FULLY EMBODIES ITS SPORTY SPIRIT

The AB110 is the result of a visionary design that blends high performance, energy efficiency, and sustainability, without compromising on comfort or luxury. Measuring 34 meters in length with a maximum beam of 6.80 meters, the yacht was developed in collaboration with Archea Associati, the firm responsible for both its exterior and interior design. One standout feature is the inward-slanting windshield, which ensures excellent energy efficiency by reducing interior

heat even in the warmest climates.

The use of ultra-lightweight, high-performance thermal glass further lowers energy consumption, enhancing life on board.

Carbon fiber dominates the furnishings and external staircases, showcasing AB Yachts' innovative approach. Commonly used in advanced industries like Formula 1, this lightweight material reduces weight while maintaining stability and performance. A thorough study of the superstructure's aerodynamics and the hull's hydrodynamics led to further improvements in the balance between speed and fuel consumption.

The AB110, in its standard configuration equipped with three 2000 HP MAN engines, can reach a top speed of over 43 knots and cruises comfortably at 38 knots—without any vibrations. The design of the onboard spaces redefines the experience of living at sea. The flybridge, accessible via two elegant carbon-fiber staircases, becomes a panoramic terrace ideal for relaxing or socializing. Teak flooring, from the stern all the way to the main salon, creates a seamless visual and functional flow between indoor and outdoor spaces, amplifying natural light and enhancing spatial perception.

The interiors, also by Archea Associati, combine refined materials with bespoke design. Features such as the twin teak staircases with gracefully curved steps emphasize craftsmanship and attention to detail. The advanced helm station includes next-generation touchscreen displays and dynamic lighting, allowing for intuitive and customizable navigation. A sleek exterior lighting system ensures the AB110 is instantly recognizable—even at night.

THE LATEST MODELS: AB95 AND AB95 S

During recent European boat shows, Roy Capasso, AB Yachts' Sales Manager, introduced the AB95, stating that this model builds on the innovations introduced with the AB110, while celebrating thirty years of shipyard

expertise. Available in two versions, the AB95 is aimed at those seeking comfort and elegance with generous, refined spaces, while the AB95 S is designed for thrill-seekers, combining extreme speed with comfort and safety.
Both models ensure smooth sailing, easy maneuverability, and customizable interiors that reflect each owner's personal style.

NEXT YACHT GROUP: GROWTH AND INVESTMENT IN 2024

The year 2024 has been strategic for Next Yacht Group, which has strengthened its international presence through major financial investments, new production acquisitions, and a significant increase in workforce. With seven yachts launched and twenty under construction, the Group continues to demonstrate its ability to meet growing demand in the competitive luxury yachting market.

Fabio Petrone

A BEAUTIFUL SARDINIAN FAMILY.

TENUTE ALTAVERA
DOCG
DONNAVERA
VERMENTINO DI GALLURA SUPERIORE
DOCG
TENUTE ALTAVERA
TENUTE ALTAVERA
DONSERAFINO
COLLI DEL LIMBARA IGT
ROSSO
TENUTE ALTAVERA

TENUTE ALTAVERA

BERCHIDDA SS - ITALY | INFO@TENUTEALTAVERA.COM - WWW.TENUTEALTAVERA.COM | TEL. +39 393 565 3717

Discover a new masterpiece in the heart of Rome

HOTEL DE RUSSIE
ROME
A ROCCO FORTE HOTEL

Experience the height of elegance at Hotel de Russie's newly refurbished Nijinsky Suite – timeless Roman design with peerless views across Villa Borghese and the rooftops of the Eternal City.

HOTEL DE RUSSIE, VIA DEL BABUINO 9, ROME, ITALY.
RESERVATIONS.DERUSSIE@ROCCOFORTEHOTELS.COM
+39 06 32 88 839

ROCCOFORTEHOTELS.COM